NRCS Plant Materials Web Site Traffic Analysis
www.plant-materials.nrcs.usda.gov

Report Range: 03/01/2002 00:00:00 - 03/18/2002 23:59:59

Prepared By:
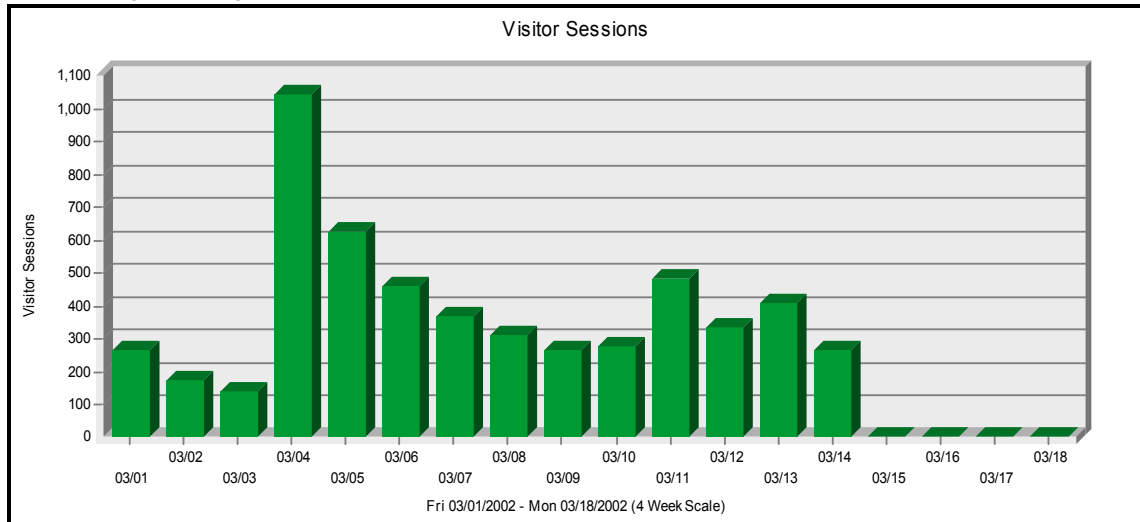## NRCS
USDA
on 06/13/02, 8:56:33

Table of Contents

General Statistics

The General Statistics table includes statistics for hits, page views, visitor sessions, and visitors for this server during the designated time frame.

Visitor Sessions

Fri 03/01/2002 - Mon 03/18/2002 (4 Week Scale)

Statistics - Report Range: 03/01/2002 00:00:00 - 03/18/2002 23:59:59		
Hits	Entire Site (Successful)	75,920
	Average Per Day	4,217
	Home Page	2,348
Page Views	Page Views (Impressions)	15,961
	Average Per Day	886
	Document Views	15,921
Visitor Sessions	Visitor Sessions	5,449
	Average Per Day	302
	Average Visitor Session Length	00:05:43
	International Visitor Sessions	4.18%
	Visitor Sessions of Unknown Origin	28.4%
	Visitor Sessions from United States	67.4%
Visitors	Unique Visitors	3,346
	Visitors Who Visited Once	2,706
	Visitors Who Visited More Than Once	640

General Statistics - Help Card

❓ The Statistics table shows the date and time the report was generated. All dates and times refer to the location of the system running the analysis.
Timeframe - Beginning date and time of the log file.

Hits - A count of successful hits for the document not including the supporting graphic files on the page. Files considered web pages are those with the following extensions: .htm, .html, .asp, and a few others. These are defined by the File Types tab in the Options window.
The total number of hits - A count of all successful hits including HTML pages, pictures, forms, scripts, and downloaded files.
Tip: Visit http://www.webtrends.com/support/hits_views_sessions.htm for a detailed explanation of pages and visitor sessions.
Hits: Entire Site (Successful) - A count of hits that had a "success" status code.
Hits: Average Per Day - Number of Successful Hits divided by the total number of days in the log.
Hits: Home Page - Number of times the home page was visited. This statistic is derived from the Home

General Statistics - Help Card

Page settings in the profile.

Page Views (Impressions): Total - A count of hits to pages defined as documents or forms in the File Types tab. You can define how forms and documents are counted by modifying the Document Extensions and File Types settings. The supporting graphics on pages are not counted.

Page Views: Average Per Day - Number of page views (impressions) divided by the total number of days in the log.

Page Views: Document Views - A count of hits to pages that are considered documents as defined by the File Types tab in the Options window. This does not include files that have been defined as forms.

Visitor Sessions: Total - A count of the visitor sessions to your site. The length of a visitor session is defined in the General tab in the Options window.

Average Number of Visitor Sessions Per Day -Number of visitor sessions divided by the total number of days in the log.

Average Visitor Session Length -Average of non-zero length visitor sessions in the log.

Visitor Session for International, Unknown, and the United States summarize the origin of visitors in percentages of hits. Geographic location is logged in the User Domain field. How it is reported is determined by the Domains tab in the Options window.

Visitors - A count of unique IPs for the period of the report, whether or not they were authenticated using domain names or cookies.

Visitors: Unique Visitors - Unique visitors are counted using the visitor's IP address, domain name, or cookie. Persistent cookies are defined in Cookies tab in the Options window. Cookies give the most accurate count.

Visitors: Visitors Who Visited Once - A count of visitor sessions that occurred only once throughout the log file.

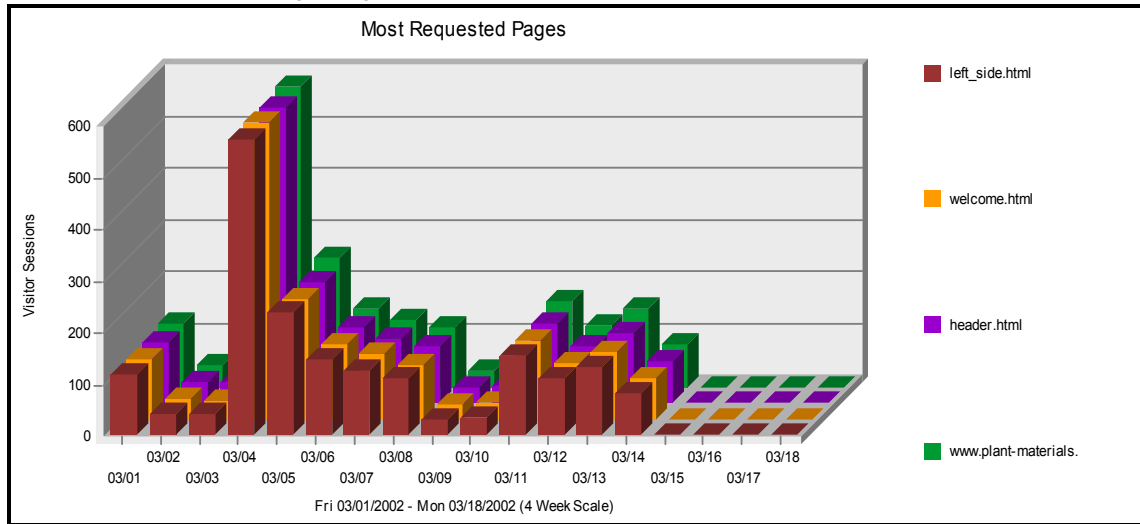**Visitors: Visitors Who Visited More Than Once -** The count of visitor sessions that appeared more than once in the log file. By default a visitor session is 30 minutes.

The General Stats table gives a general overview of the Web site's performance and your visitor's behavior, helping you quickly assess areas to address. It can determine the report chapters to focus on for valuable site enhancement statistics.

Most Requested Pages

This section identifies the most popular web site pages and how often they were accessed. The average time a visitor spends viewing a page is also indicated in the table.

	Pages	Views	% of Total Views	Visitor Sessions	Avg. Time Viewed
1	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/	2,348	14.74%	2,062	00:00:11
2	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html	2,164	13.59%	1,947	00:00:12
3	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html	2,188	13.74%	1,945	00:00:57
4	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html	2,148	13.49%	1,939	00:00:20
5	http://www.plant-materials.nrcs.usda.gov/id_guides/plantid.html	553	3.47%	512	00:00:53
6	http://www.plant-materials.nrcs.usda.gov/id_guides/herbaceous/herbaceous.html	395	2.48%	369	00:06:52
7	http://www.plant-materials.nrcs.usda.gov/id_guides/woodies/woodies.html	390	2.44%	357	00:06:00
8	http://www.plant-materials.nrcs.usda.gov/pmcs.html	234	1.46%	205	00:00:37
9	**Publications** http://www.plant-materials.nrcs.usda.gov/pubs/publications.html	218	1.36%	201	00:00:39
10	http://www.plant-materials.nrcs.usda.gov/seeding.html	178	1.11%	175	00:02:02
11	**Untitled Document**	162	1.01%	138	00:01:24

Most Requested Pages

	Pages	Views	% of Total Views	Visitor Sessions	Avg. Time Viewed
	http://www.plant-materials.nrcs.usda.gov/plant_sources.html				
12	**Related Websites** http://www.plant-materials.nrcs.usda.gov/websites/links.html	128	0.8%	119	00:01:01
13	**Plant Materials Program | Program Information** http://www.plant-materials.nrcs.usda.gov/program_info.html	122	0.76%	111	00:01:34
14	**Aberdeen Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/idpmc/	159	0.99%	94	00:00:27
15	**Plant Materials Program | Releases** http://www.plant-materials.nrcs.usda.gov/releases.html	96	0.6%	87	00:00:49
16	http://www.plant-materials.nrcs.usda.gov/seedpro.html	87	0.54%	85	00:02:16
17	http://www.plant-materials.nrcs.usda.gov/biorip.html	84	0.52%	83	00:02:19
18	**Aberdeen Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/idpmc/welcome.html	91	0.57%	80	00:00:27
19	**Aberdeen Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/idpmc/left_side.html	90	0.56%	78	00:01:02
20	**Aberdeen Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/idpmc/header.html	90	0.56%	78	00:00:27
21	**Wildfire Restoration: Seeding and Planting** http://www.plant-materials.nrcs.usda.gov/pubs/wildfire.html	81	0.5%	78	00:02:04
22	**Sources of Seed and Plants** http://www.plant-materials.nrcs.usda.gov/sources/bioeng.html	61	0.38%	59	00:01:11
23	**Directory of Wetland Plant Vendors in the United States** http://www.plant-materials.nrcs.usda.gov/pubs/wetlandvendors.html	51	0.32%	49	00:04:24
24	**Plant Identification Publications** http://www.plant-materials.nrcs.usda.gov/pubs/identification.html	49	0.3%	48	00:01:31
25	http://www.plant-materials.nrcs.usda.gov/idpmc/idpmc.html	54	0.33%	46	00:04:51
26	**Elsberry Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/mopmc/	50	0.31%	40	00:00:39
27	http://www.plant-materials.nrcs.usda.gov/references.html	42	0.26%	40	00:02:27
28	**Big Flats Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/nypmc/	50	0.31%	38	00:02:32
29	**Plant Materials Program | IntraNet**	38	0.23%	34	00:00:37

Most Requested Pages

	Pages	Views	% of Total Views	Visitor Sessions	Avg. Time Viewed
	http://www.plant-materials.nrcs.usda.gov/intranet/intranet.html				
30	**Bridger Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/mtpmc/	40	0.25%	33	00:00:42
31	**Rose Lake Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/mipmc/	34	0.21%	33	00:00:51
32	**Manhattan Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/kspmc/	41	0.25%	33	00:01:00
33	**Bismarck Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/ndpmc/	51	0.32%	32	00:02:54
34	**What's New in the NRCS Plant Materials Program - January 2001** http://www.plant-materials.nrcs.usda.gov/whatsnew/jan01.html	32	0.2%	31	00:04:58
35	**Lockeford Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/capmc/	33	0.2%	31	00:01:05
36	**Elsberry Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/mopmc/welcome.html	38	0.23%	31	00:00:17
37	**Elsberry Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/mopmc/left_side.html	36	0.22%	30	00:00:37
38	**Elsberry Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/mopmc/header.html	35	0.21%	29	00:00:13
39	**National Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/mdpmc/	36	0.22%	28	00:04:42
40	**Booneville Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/arpmc/	29	0.18%	28	00:00:42
41	**Big Flats Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/nypmc/welcome.html	30	0.18%	28	00:02:01
42	http://www.plant-materials.nrcs.usda.gov/idpmc/irwpdp.html	29	0.18%	27	00:01:29
43	**Big Flats Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/nypmc/header.html	30	0.18%	26	00:01:16
44	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/idpmc/releases.html	27	0.16%	26	00:06:36
45	**Big Flats Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/nypmc/left_side.html	27	0.16%	26	00:00:25
46	**Related Web Sites: An A to Z Listing of**	29	0.18%	25	00:01:21

Most Requested Pages

	Pages	Views	% of Total Views	Visitor Sessions	Avg. Time Viewed
	Sites by Site Title http://www.plant-materials.nrcs.usda.gov/websites/alltitle.html				
47	**Bridger Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/mtpmc/welcome.html	25	0.15%	25	00:01:25
48	**Bridger Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/mtpmc/header.html	24	0.15%	24	00:00:08
49	**Bridger Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/mtpmc/left_side.html	24	0.15%	24	00:01:19
50	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/mopmc/releases.html	26	0.16%	24	00:03:03
Subtotal For the Page Views Above		**13,077**	**82.13%**	**N/A**	**N/A**
Total For the Log File		**15,921**	**100%**	**N/A**	**N/A**

Most Requested Pages - Help Card

This section identifies the most popular pages on the site. The number of views includes only the successful hits for the page itself. It does not include any hits for graphics, audio or video files. The percentage of total views is the percentage of hits for that page compared to all other page types.
Tip: The types of files included in this table can be configured using the File Types tab in the Options dialog box.
Tip: You can list all pages on the site by selecting a number of elements higher than the number of pages on the site.

Most likely these pages are requested the most because of their content and design. Based on the theory that the most requested pages have effectively attracted visitors, you can use similar elements and approaches to improve the less popular pages. Consider the average view times to determine which content holds visitor's attention.

Least Requested Pages

This section identifies the least popular pages on your Web site, and how often they were accessed.

	Least Requested Pages			
	Pages	**Views**	**% of Total Views**	**Visitor Sessions**
1	http://www.plant-materials.nrcs.usda.gov/sources/	1	0%	1
2	**Related Web Sites: Journals, Newsletters and Publishers** http://www.plant-materials.nrcs.usda.gov/websites/book.html	1	0%	1
3	http://www.plant-materials.nrcs.usda.gov/intranet/restricted/factsheets_docs.html	1	0%	1
4	**What's New in the NRCS Plant Materials Program - October 2000** http://www.plant-materials.nrcs.usda.gov/whatsnew/oct00.html	1	0%	1
5	**What's New in the NRCS Plant Materials Program - June 2000** http://www.plant-materials.nrcs.usda.gov/whatsnew/june00.html	1	0%	1
6	**What's New in the NRCS Plant Materials Program - August / September 2000** http://www.plant-materials.nrcs.usda.gov/whatsnew/aug-sept00.html	1	0%	1
7	**What's New in the NRCS Plant Materials Program - March 2000** http://www.plant-materials.nrcs.usda.gov/whatsnew/mar00.html	1	0%	1
8	**What's New in the NRCS Plant Materials Program - 1997 & 1998** http://www.plant-materials.nrcs.usda.gov/whatsnew/97-98.html	1	0%	1
9	**Related Web Sites: Other Federal Government Sites** http://www.plant-materials.nrcs.usda.gov/websites/gov.html	1	0%	1

Least Requested Pages

	Pages	Views	% of Total Views	Visitor Sessions
10	**Related Web Sites: State and Local Government Sites** http://www.plant-materials.nrcs.usda.gov/websites/stgov.html	1	0%	1
11	**Related Web Sites: Pest Control and Pesticides** http://www.plant-materials.nrcs.usda.gov/websites/pest.html	1	0%	1
12	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/hipmc/undercon.html	1	0%	1
13	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/gapmc/undercon.html	1	0%	1
14	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/wvpmc/about.html	1	0%	1
15	http://www.plant-materials.nrcs.usda.gov/npmm/	1	0%	1
16	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/flpmc/staff.html	1	0%	1
17	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/mspmc/undercon.html	1	0%	1
18	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/mspmc/about.html	1	0%	1
19	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/wvpmc/staff.html	1	0%	1
20	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/gapmc/staff.html	1	0%	1

Least Requested Pages - Help Card

This section identifies the least popular pages on your Web site. The number of views only includes the successful hits for the page itself. It does not include any hits for graphics. The percentage of total views is the percentage of hits for that page compared to all other pages.
Tip: The types of files included in this table can be configured using the File Types tab in the Options dialog box.
Tip: You can list all pages on the site by setting the number of elements to a number higher than the number of pages on the site.

There are many reasons that these pages are requested the least. Consider the content and the navigational tools or descriptions available to guide visitors to them. How do these pages differ from those that are most requested? Do the average view times indicate visitors are not attracted long enough to convey your message? This table may indicate areas on your site that may need attention.

Top Entry Pages

This section identifies the first page viewed when a visitor visits this site. This is most likely your home page but, in some cases, it may also be specific URLs that visitors enter to access a particular page directly. The percentages refer to the total number of visitor sessions that started with a valid Document Type. If the session started on a document with a different type (such as a graphic or sound file), the file is not counted as an Entry Page, and the session is not counted in the total.

	Top Entry Pages		
	File	**% of Total**	**Visitor Sessions**
1	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/	46.69%	1,595
2	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html	7.9%	270
3	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html	5.38%	184
4	http://www.plant- materials.nrcs.usda.gov/id_guides/woodies/woodies.html	4.06%	139
5	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html	3.8%	130
6	http://www.plant- materials.nrcs.usda.gov/id_guides/herbaceous/herbaceous.html	1.87%	64
7	**Aberdeen Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/idpmc/	1.75%	60
8	http://www.plant-materials.nrcs.usda.gov/id_guides/plantid.html	1.31%	45
9	**Sources of Seed and Plants** http://www.plant-materials.nrcs.usda.gov/sources/bioeng.html	0.79%	27
10	**Booneville Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/arpmc/	0.61%	21
11	**Related Web Sites: An A to Z Listing of Sites by Site Title** http://www.plant-materials.nrcs.usda.gov/websites/alltitle.html	0.52%	18
12	http://www.plant-materials.nrcs.usda.gov/seeding.html	0.49%	17
13	**Big Flats Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/nypmc/	0.49%	17
14	**What's New in the NRCS Plant Materials Program - January 2001** http://www.plant-materials.nrcs.usda.gov/whatsnew/jan01.html	0.46%	16
15	**Bismarck Plant Materials Center**	0.43%	15

Top Entry Pages

	File	% of Total	Visitor Sessions
	http://www.plant-materials.nrcs.usda.gov/ndpmc/		
16	**Related Web Sites: An A to Z Listing of Sites by Site URL** http://www.plant-materials.nrcs.usda.gov/websites/allurl.html	0.43%	15
17	http://www.plant-materials.nrcs.usda.gov/pmcs.html	0.38%	13
18	**National Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/mdpmc/	0.38%	13
19	**Manhattan Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/kspmc/	0.38%	13
20	http://www.plant-materials.nrcs.usda.gov/nypmc/nypmc.html	0.35%	12
Total For the Pages Above		**78.57%**	**2,684**

Top Entry Pages - Help Card

This section identifies the pages visitors first saw when they entered this site. This is most likely your home page but, in some cases, it may also be specific URLs that visitors enter to access a particular page directly. For example, if a visitor enters http://www.WebTrends.com/WT-QA.HTM, he/she entered at the WT-QA.HTM page.

Percentages refer to the total number of visitor sessions that started with a valid Document Type. If a session started on a document with a different type (such as a graphic or sound file), the file would not be counted as an Entry Page, and the session is not included in the total. Such sessions are often the product of other sites referencing a specific downloadable file or graphic for example on your site. In such cases, a session may have a single hit to a non-document type file, and will not be counted for the percentage calculations.

Also, web servers do not always log hits in perfect chronological order. For example, a hit to a GIF file can appear in the log before the hit to the HTML page that refers to this GIF.

Tip: Consider using the Entry Page filter to include or exclude entire visitor sessions based upon the first page a visitor viewed.

This statistic can indicate how you might want to optimize the architecture of your site based on where visitors are entering. You can also determine which external links to your site are most effective. Consider updating meta-tags and links.

Least Requested Entry Pages

This section identifies the first page viewed when a visitor visits this site. This is most likely your home page but, in some cases, it may also be specific URLs that visitors enter to access a particular page directly. The percentages refer to the total number of visitor sessions that started with a valid Document Type. If the session started on a document with a different type (such as a graphic or sound file), the file is not counted as an Entry Page, and the session is not counted in the total.

	Least Requested Entry Pages		
	File	**% of Total**	**Visitor Sessions**
1	**Kika de la Garza Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/stpmc/left_side.html	0.02%	1
2	**Knox City Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/txpmc/header.html	0.02%	1
3	**Kika de la Garza Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/stpmc/welcome.html	0.02%	1
4	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/nmpmc/staff.html	0.02%	1
5	**Kika de la Garza Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/stpmc/header.html	0.02%	1
6	**Brooksville Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/flpmc/left_side.html	0.02%	1
7	**Brooksville Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/flpmc/welcome.html	0.02%	1
8	**Plant Materials Program-Task Force Report** http://www.plant-materials.nrcs.usda.gov/intranet/task/taskforce2.html	0.02%	1
9	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/arpmc/about.html	0.02%	1
10	**Riparian Publications** http://www.plant-materials.nrcs.usda.gov/pubs/riparian.html	0.02%	1
11	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/stpmc/about.html	0.02%	1
12	**Cape May Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/njpmc/welcome.html	0.02%	1
13	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/etpmc/undercon.html	0.02%	1
14	**Bridger Plant Materials Center**	0.02%	1

Least Requested Entry Pages

	File	% of Total	Visitor Sessions
	http://www.plant-materials.nrcs.usda.gov/mtpmc/left_side.html		
15	http://www.plant-materials.nrcs.usda.gov/sources/	0.02%	1
16	**Bridger Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/mtpmc/welcome.html	0.02%	1
17	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/mopmc/about.html	0.02%	1
18	http://www.plant-materials.nrcs.usda.gov/idpmc/irwpdp.html	0.02%	1
19	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/copmc/releases.html	0.02%	1
20	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/mipmc/undercon.html	0.02%	1
Total For the Pages Above		**0.58%**	**20**

Least Requested Entry Pages - Help Card

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Percentages refer to the total number of visitor sessions that started with a valid Document Type. If a session started on a document with a different type (such as a graphic or sound file), the file would not be counted as an Entry Page, and the session is not included in the total. Such sessions are often the product of other sites referencing a specific downloadable file or graphic for example on your site. In such cases, a session may have a single hit to a non-document type file, and will not be counted for the percentage calculations.
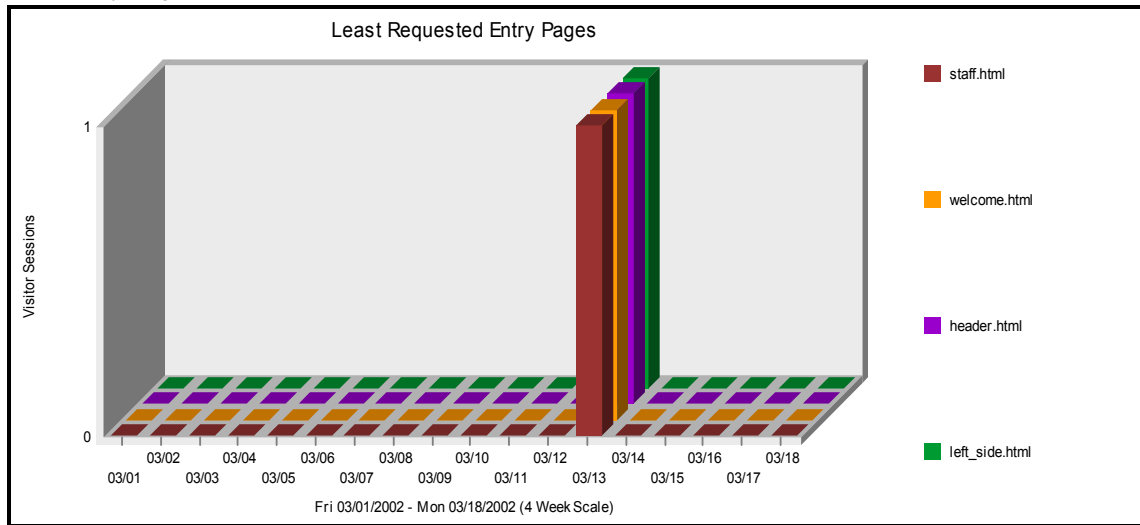
Also, web servers do not always log hits in perfect chronological order. For example, a hit to a GIF file can appear in the log before the hit to the HTML page that refers to this GIF.

Tip: Consider using the Entry Page filter to include or exclude entire visitor sessions based upon the first page a visitor viewed.

This statistic can indicate how you might want to optimize the architecture of your site based on where visitors are entering. You can also determine which external links to your site are least effective. Consider updating meta-tags and links.

Top Entry Requests

This section identifies the first hit from a visitor visiting this site. This is most likely the home page but, in some cases, it may also be specific URLs that visitors enter to access a particular file directly. The percentages refer to the total number of visitor sessions.

Top Entry Requests			
	File	**% of Total**	**Visitor Sessions**
1	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/	28.94%	1,577
2	http://www.plant-materials.nrcs.usda.gov/images/dot.gif	5.1%	278
3	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html	4.89%	267
4	http://www.plant-materials.nrcs.usda.gov/main[1].css	4%	218
5	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html	3.28%	179
6	http://www.plant-materials.nrcs.usda.gov/pubs/mspmcbrsako3moge.pdf	2.8%	153
7	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html	2.33%	127
8	http://www.plant-materials.nrcs.usda.gov/id_guides/woodies/woodies.html	1.74%	95
9	**Aberdeen Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/idpmc/	1.08%	59
10	http://www.plant-materials.nrcs.usda.gov/images/border.jpg	0.8%	44
11	http://www.plant-materials.nrcs.usda.gov/images/logo_a.gif	0.78%	43
12	http://www.plant-materials.nrcs.usda.gov/id_guides/woodies/images/cover_tn.jpg	0.78%	43
13	http://www.plant-materials.nrcs.usda.gov/images/top_side.jpg	0.77%	42
14	http://www.plant-materials.nrcs.usda.gov/images/fire_image2_tn.jpg	0.77%	42
15	http://www.plant-materials.nrcs.usda.gov/images/pmp_logo.jpg	0.73%	40
16	http://www.plant-materials.nrcs.usda.gov/pubs/azpmsarseedlist0501.pdf	0.71%	39
17	http://www.plant-materials.nrcs.usda.gov/id_guides/herbaceous/images/herb_cover_tn.jpg	0.67%	37
18	http://www.plant-materials.nrcs.usda.gov/images/montage.jpg	0.67%	37

Top Entry Requests

	File	% of Total	Visitor Sessions
19	http://www.plant-materials.nrcs.usda.gov/id_guides/herbaceous/herbaceous.html	0.64%	35
20	http://www.plant-materials.nrcs.usda.gov/images/fire_image2_tnon.jpg	0.6%	33
Total For the Requests Above		**62.17%**	**3,388**

Top Entry Requests - Help Card

This section identifies the first hit from visitors coming to this site. This is most likely the home page but, in some cases, it may also be specific URLs entered to access a particular file directly. For example, if a visitors enters http://www.WebTrends.com/WT-QA.HTM, he/she enters at the WT-QA.HTM page. The percentages refer to the total number of visitor sessions.

Tip: Consider using the Entry Page filter to include or exclude entire visitor sessions based upon the first page a visitor viewed.

Consider what is catching the attention of visitors most quickly and effectively.

Least Requested Entry Requests

This section identifies the first hit from a visitor visiting this site. This is most likely the home page but, in some cases, it may also be specific URLs that visitors enter to access a particular file directly. The percentages refer to the total number of visitor sessions.

	File	% of Total	Visitor Sessions
	Least Requested Entry Requests		
1	http://www.plant-materials.nrcs.usda.gov/pubs/flpmcbrgullyst.pdf	0.01%	1
2	http://www.plant-materials.nrcs.usda.gov/pubs/idpmcprchiplnts.pdf	0.01%	1
3	http://www.plant-materials.nrcs.usda.gov/pubs/mopmcrnsonu2noia.pdf	0.01%	1
4	http://www.plant-materials.nrcs.usda.gov/pubs/mopmcpgangenomo.pdf	0.01%	1
5	http://www.plant-materials.nrcs.usda.gov/pubs/ndpmcabsrm96.pdf	0.01%	1
6	http://www.plant-materials.nrcs.usda.gov/mipmc/images/map_sm.jpg	0.01%	1
7	http://www.plant-materials.nrcs.usda.gov/mipmc/images/uconstr.gif	0.01%	1
8	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/mipmc/undercon.html	0.01%	1
9	http://www.plant-materials.nrcs.usda.gov/pubs/capmctn550399.pdf	0.01%	1
10	http://www.plant-materials.nrcs.usda.gov/mipmc/images/sitearea.gif	0.01%	1
11	http://www.plant-materials.nrcs.usda.gov/mipmc/images/pmc.jpg	0.01%	1
12	http://www.plant-materials.nrcs.usda.gov/mipmc/images/logo_a.gif	0.01%	1
13	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/idpmc/staff.html	0.01%	1
14	**Urban Publications** http://www.plant-materials.nrcs.usda.gov/pubs/urban.html	0.01%	1
15	http://www.plant-materials.nrcs.usda.gov/pubs/ndpmcbrconsbuff.pdf	0.01%	1
16	http://www.plant-materials.nrcs.usda.gov/pubs/capmcbrimpplts.pdf	0.01%	1
17	**Hoolehua Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/hipmc/welcome.html	0.01%	1
18	http://www.plant-materials.nrcs.usda.gov/pubs/capmctn350394.pdf	0.01%	1
19	http://www.plant-materials.nrcs.usda.gov/pubs/azpmcprgrandcan91.pdf	0.01%	1
20	http://www.plant-materials.nrcs.usda.gov/pubs/mopmcpgscscnomo.pdf	0.01%	1
	Total For the Requests Above	**0.36%**	**20**

Least Requested Entry Requests - Help Card

❓ This section identifies the first hit from visitors coming to this site. This is most likely the home page but, in some cases, it may also be specific URLs entered to access a particular file directly. For example, if a visitors enters http://www.WebTrends.com/WT-QA.HTM, he/she enters at the WT-QA.HTM page. The percentages refer to the total number of visitor sessions.

Tip: Consider using the Entry Page filter to include or exclude entire visitor sessions based upon the first page a visitor viewed.

💡 Consider what isn't catching the attention of visitors very quickly or effectively.

Top Exit Pages

This section identifies the pages visitors were on when they left the site. The percentages refer to the total number of visitor sessions that started with a valid Document Type. If the session started on a document with a different type (such as a graphic or sound file), the file is not counted as an Exit Page, and the session is not counted in the total.

Top Exit Pages

Fri 03/01/2002 - Mon 03/18/2002 (4 Week Scale)

Top Exit Pages

	Pages	% of Total	Visitor Sessions
1	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html	17.35%	593
2	http://www.plant-materials.nrcs.usda.gov/id_guides/woodies/woodies.html	8.81%	301
3	http://www.plant-materials.nrcs.usda.gov/id_guides/herbaceous/herbaceous.html	7.34%	251
4	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html	7.17%	245
5	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/	6.61%	226
6	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html	4.94%	169
7	http://www.plant-materials.nrcs.usda.gov/seeding.html	2.78%	95
8	http://www.plant-materials.nrcs.usda.gov/id_guides/plantid.html	2.4%	82
9	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/plant_sources.html	1.31%	45
10	**Plant Materials Program	Program Information** http://www.plant-materials.nrcs.usda.gov/program_info.html	1.14%	39
11	**Sources of Seed and Plants** http://www.plant-materials.nrcs.usda.gov/sources/bioeng.html	1.11%	38
12	**Wildfire Restoration: Seeding and Planting** http://www.plant-materials.nrcs.usda.gov/pubs/wildfire.html	0.99%	34
13	http://www.plant-materials.nrcs.usda.gov/seedpro.html	0.87%	30
14	**Directory of Wetland Plant Vendors in the United States** http://www.plant-materials.nrcs.usda.gov/pubs/wetlandvendors.html	0.87%	30
15	http://www.plant-materials.nrcs.usda.gov/biorip.html	0.87%	30
16	**Publications** http://www.plant-materials.nrcs.usda.gov/pubs/publications.html	0.81%	28

Top Exit Pages

	Pages	% of Total	Visitor Sessions
17	**Related Websites** http://www.plant-materials.nrcs.usda.gov/websites/links.html	0.64%	22
18	**Plant Materials Program | Releases** http://www.plant-materials.nrcs.usda.gov/releases.html	0.58%	20
19	**What's New in the NRCS Plant Materials Program - January 2001** http://www.plant-materials.nrcs.usda.gov/whatsnew/jan01.html	0.58%	20
20	**Related Web Sites: An A to Z Listing of Sites by Site Title** http://www.plant-materials.nrcs.usda.gov/websites/alltitle.html	0.55%	19
	Total For the Pages Above (only sessions starting on a valid document type are included)	**67.82%**	**2,317**

Top Exit Pages - Help Card

This section identifies the pages visitors were on when they left the site. These percentages refer to the total number of visitor sessions that started with a valid Document Type. If the session started on a document with a different type (such as a graphic or sound file), the file is not counted as an Exit Page, and the session is not counted in the total. Such sessions are often the product of other sites referencing a specific downloadable file or graphic for example on the site. In such cases, a session may have a single hit to a non-document type file, and will not be counted for the percentage calculations.

Use this statistic to determine your visitors' satisfaction with their visits. Visitors may have left this page once they found what they were looking for, or they have lost interest or determined the content didn't apply, or for many other reasons. For example, if your top exit page is your home page, this may be an indication that you need a better approach.

Single Access Pages

This section identifies the pages on the site that visitors access and exit without viewing any other page. The percentages refer to the total number of visitor sessions that started with a valid Document Type. If the session started on a document with a different type (such as a graphic or sound file), the file is not counted as a Single Access Page, and the session is not counted in the total

Single Access Pages

Fri 03/01/2002 - Mon 03/18/2002 (4 Week Scale)

	Single Access Pages		
	Pages	**% of Total**	**Visitor Sessions**
1	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/	13.16%	147
2	http://www.plant-materials.nrcs.usda.gov/id_guides/woodies/woodies.html	11.36%	127
3	http://www.plant-materials.nrcs.usda.gov/id_guides/herbaceous/herbaceous.html	5.1%	57
4	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html	4.65%	52
5	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html	4.02%	45
6	**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html	3.93%	44
7	http://www.plant-materials.nrcs.usda.gov/id_guides/plantid.html	2.32%	26
8	**Sources of Seed and Plants** http://www.plant-materials.nrcs.usda.gov/sources/bioeng.html	2.23%	25
9	http://www.plant-materials.nrcs.usda.gov/seeding.html	1.43%	16
10	**Related Web Sites: An A to Z Listing of Sites by Site Title** http://www.plant-materials.nrcs.usda.gov/websites/alltitle.html	1.43%	16
11	**Related Web Sites: An A to Z Listing of Sites by Site URL** http://www.plant-materials.nrcs.usda.gov/websites/allurl.html	1.25%	14
12	**What's New in the NRCS Plant Materials Program - January 2001** http://www.plant-materials.nrcs.usda.gov/whatsnew/jan01.html	1.16%	13
13	**Directory of Wetland Plant Vendors in the United States** http://www.plant-materials.nrcs.usda.gov/pubs/wetlandvendors.html	0.98%	11
14	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/kspmc/research.html	0.8%	9
15	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/plant_sources.html	0.8%	9

Single Access Pages

	Pages	% of Total	Visitor Sessions
16	http://www.plant-materials.nrcs.usda.gov/orpmc/orpmc.html	0.8%	9
17	**Wildfire Restoration: Seeding and Planting** http://www.plant-materials.nrcs.usda.gov/pubs/wildfire.html	0.8%	9
18	**Untitled Document** http://www.plant-materials.nrcs.usda.gov/flpmc/research.html	0.71%	8
19	**Aberdeen Plant Materials Center** http://www.plant-materials.nrcs.usda.gov/idpmc/	0.71%	8
20	**Plant Materials Program	Program Information** http://www.plant-materials.nrcs.usda.gov/program_info.html	0.71%	8
	Total For the Pages Above	**58.46%**	**653**

Single Access Pages - Help Card

This section identifies the pages on the site that visitors access and exit without viewing any other page. This demonstrates where visitors enter and leave immediately. These percentages refer to the total number of visitor sessions that started with a valid Document Type. If the session started on a document with a different type (such as a graphic or sound file), the file is not counted as a Single Access Page, and the session is not included in the total.
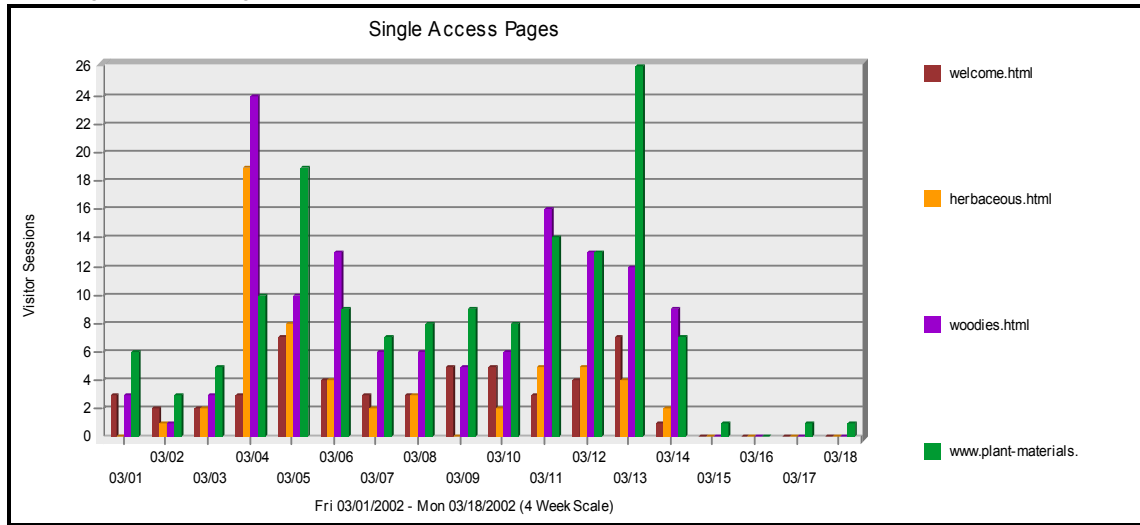
This information can be helpful when considering the design of the site with respect to the type of visitors. Consider how well these pages convey your message. Do they need improvement to extend visitor sessions, or is it possible that are you attracting the wrong visitors with references to your site?

Most Accessed Directories

This section analyzes accesses to the directories of the site. This information can be useful in determining the types of data most often requested.

Most Accessed Directories
Fri 03/01/2002 - Mon 03/18/2002 (4 Week Scale)

	Path to Directory	Hits	% of Total Hits	Non Cached %	Non Cached K Xferred	Visitor Sessions
1	http://www.plant-materials.nrcs.usda.gov/images	28,131	37.05%	76.37%	127,565	3,253
2	http://www.plant-materials.nrcs.usda.gov/	15,269	20.11%	78.3%	49,767	3,006
3	http://www.plant-materials.nrcs.usda.gov/pubs	9,326	12.28%	92.05%	2,082,974	1,800
4	http://www.plant-materials.nrcs.usda.gov/id_guides	16,454	21.67%	78.91%	412,789	1,087
5	http://www.plant-materials.nrcs.usda.gov/idpmc	1,030	1.35%	82.13%	11,642	156
6	http://www.plant-materials.nrcs.usda.gov/websites	279	0.36%	90.68%	5,538	156
7	http://www.plant-materials.nrcs.usda.gov/sources	135	0.17%	94.07%	1,352	82
8	http://www.plant-materials.nrcs.usda.gov/mtpmc	277	0.36%	87%	1,809	77
9	http://www.plant-materials.nrcs.usda.gov/nypmc	322	0.42%	91.61%	2,406	76
10	http://www.plant-materials.nrcs.usda.gov/mipmc	278	0.36%	90.28%	1,794	72
11	http://www.plant-materials.nrcs.usda.gov/kspmc	289	0.38%	82%	2,484	67
12	http://www.plant-materials.nrcs.usda.gov/ndpmc	298	0.39%	85.23%	2,421	66
13	http://www.plant-materials.nrcs.usda.gov/mdpmc	219	0.28%	94.52%	1,438	65
14	http://www.plant-materials.nrcs.usda.gov/mopmc	430	0.56%	84.88%	3,738	65
15	http://www.plant-	189	0.24%	94.17%	1,249	65

Most Accessed Directories

	Path to Directory	Hits	% of Total Hits	Non Cached %	Non Cached K Xferred	Visitor Sessions
	materials.nrcs.usda.gov/arpmc					
16	http://www.plant-materials.nrcs.usda.gov/orpmc	267	0.35%	86.14%	2,826	61
17	http://www.plant-materials.nrcs.usda.gov/capmc	242	0.31%	93.38%	1,986	59
18	http://www.plant-materials.nrcs.usda.gov/intranet	112	0.14%	69.64%	1,810	58
19	http://www.plant-materials.nrcs.usda.gov/copmc	166	0.21%	89.75%	1,617	58
20	http://www.plant-materials.nrcs.usda.gov/flpmc	182	0.23%	90.65%	1,488	57

Most Accessed Directories - Help Card

This section analyzes accesses to your site's directories. The table lists the most accessed directories in decreasing order of the number of hits. Non-Cached % represents the percentage of hits that were not already in the visitor's browser cache. Use this information to determine the types of data most often requested.
Tip: To focus your report, consider using the Directory filter to include or exclude directories and sub-directories.

These trends indicate the content visitors are most interested in. Use this information to determine content areas to develop, which to focus on less, and how to arrange your content for optimal effect.

Top Paths Through Site

This section identifies the paths visitors most often follow when visiting the site. The path begins at the starting page and shows the following consecutive pages viewed.

Top Paths Through Site by Starting Page			
Starting Page	**Paths from Start**	**% of Total**	**Visitor Sessions**
All Entry Pages	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/ 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html 3.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html 4.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html	6.79%	232
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/ 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html 3.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html 4.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html	4.44%	152
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/	4.3%	147
	1.http://www.plant-materials.nrcs.usda.gov/id_guides/woodies/woodies.html	3.71%	127
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/ 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html 3.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html 4.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html 5.http://www.plant-materials.nrcs.usda.gov/id_guides/plantid.html	2.98%	102
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/ 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html 3.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html 4.**Plant Materials Program** http://www.plant-	2.37%	81

Top Paths Through Site by Starting Page			
Starting Page	**Paths from Start**	**% of Total**	**Visitor Sessions**
	materials.nrcs.usda.gov/left_side.html		
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/ 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html 3.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html 4.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html	1.69%	58
	1.http://www.plant-materials.nrcs.usda.gov/id_guides/herbaceous/herbaceous.html	1.66%	57
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/ 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html 3.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html 4.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html 5.http://www.plant-materials.nrcs.usda.gov/id_guides/plantid.html	1.55%	53
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html	1.52%	52
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/ 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html 3.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html 4.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html 5.http://www.plant-materials.nrcs.usda.gov/id_guides/plantid.html	1.49%	51
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/ 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html 3.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html 4.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html	1.37%	47
	1.**Plant Materials Program** http://www.plant-	1.31%	45

Top Paths Through Site by Starting Page

Starting Page	Paths from Start	% of Total	Visitor Sessions
	materials.nrcs.usda.gov/header.html		
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html	1.28%	44
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/ 3.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html 4.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html	1.22%	42
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/ 3.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html 4.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html	0.93%	32
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html 3.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html 4.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/	0.9%	31
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/ 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html 3.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/welcome.html 4.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html 5.http://www.plant-materials.nrcs.usda.gov/id_guides/plantid.html	0.87%	30
	1.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/ 2.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/left_side.html 3.**Plant Materials Program** http://www.plant-	0.87%	30

Top Paths Through Site by Starting Page

Starting Page	Paths from Start	% of Total	Visitor Sessions
	materials.nrcs.usda.gov/welcome.html 4.**Plant Materials Program** http://www.plant-materials.nrcs.usda.gov/header.html		
	1.http://www.plant-materials.nrcs.usda.gov/id_guides/plantid.html	0.76%	26

Top Paths Through Site - Help Card

? This section shows you the most frequently traveled paths your visitors take when accessing the specified web pages.

♀ Use this information to evaluate the design of your web site. Where do people go from theses pages? What pages are visited first? Do your visitors appear to be looking for pages that should be more accessible?

Most Downloaded Files

This section identifies the most popular file downloads for the site. If an error occurred during the transfer, that transfer is not counted.

Most Downloaded Files

Fri 03/01/2002 - Mon 03/18/2002 (4 Week Scale)

	File	No. of Downloads	% of Total Downloads	Session Downloads
1	http://www.plant-materials.nrcs.usda.gov/pubs/mspmcbrsako3moge.pdf	463	5.01%	155
2	http://www.plant-materials.nrcs.usda.gov/pubs/mopmcpuidguide.pdf	1,394	15.09%	124
3	http://www.plant-materials.nrcs.usda.gov/pubs/woodypocketguide.pdf	678	7.34%	97
4	http://www.plant-materials.nrcs.usda.gov/pubs/capmctn400396.pdf	321	3.47%	71
5	http://www.plant-materials.nrcs.usda.gov/pubs/idpmcarwproj14.pdf	171	1.85%	51
6	http://www.plant-materials.nrcs.usda.gov/pubs/azpmsarseedlist0501.pdf	317	3.43%	51
7	http://www.plant-materials.nrcs.usda.gov/pubs/idpmctn40601.pdf	140	1.51%	42
8	http://www.plant-materials.nrcs.usda.gov/PMdirectory.pdf	163	1.76%	40
9	http://www.plant-materials.nrcs.usda.gov/pubs/wapmctn290195.pdf	109	1.18%	38
10	http://www.plant-materials.nrcs.usda.gov/pubs/mspmcpuvend0999.pdf	272	2.94%	36
11	http://www.plant-	73	0.79%	32

Most Downloaded Files

	File	No. of Downloads	% of Total Downloads	Session Downloads
	materials.nrcs.usda.gov/sources/bioeng.pdf			
12	http://www.plant-materials.nrcs.usda.gov/pubs/idpmcarwproj12.pdf	61	0.66%	29
13	http://www.plant-materials.nrcs.usda.gov/pubs/idpmctn280101.pdf	68	0.73%	27
14	http://www.plant-materials.nrcs.usda.gov/pubs/mdpmcnlpagaf01.pdf	75	0.81%	26
15	http://www.plant-materials.nrcs.usda.gov/pubs/mopmctn24.pdf	46	0.49%	25
16	http://www.plant-materials.nrcs.usda.gov/pubs/mspmctn9503.pdf	38	0.41%	24
17	http://www.plant-materials.nrcs.usda.gov/pubs/wapmctn310596.pdf	63	0.68%	23
18	http://www.plant-materials.nrcs.usda.gov/pubs/idpmctn230993.pdf	50	0.54%	22
19	http://www.plant-materials.nrcs.usda.gov/pubs/idpmcarwproj15.pdf	225	2.43%	22
20	http://www.plant-materials.nrcs.usda.gov/pubs/idpmctn60694.pdf	46	0.49%	21
Total For the Files Above		**4,773**	**51.69%**	**N/A**

Most Downloaded Files - Help Card

This section identifies the most popular file downloads for the site. The number of downloads indicates the number of times the file was successfully downloaded whereas the number of visitor sessions indicates the number of individuals who downloaded the file. If an error occurred during the transfer, that transfer is not counted.

Tip: You can use the File Types tab of the Options dialog box to specify the types of files included in this computation.

Tip: To focus your report, consider using the File Filter to include or exclude files or file types.

Most downloaded file types indicates the most popular data visitors are seeking. Files that don't appear on the list, or appear low on the list, may require maintenance, such as decreasing file size, or improving link placement.

Most Downloaded File Types

This section identifies the accessed file types and the total kilobytes downloaded for each file type. Cached requests and erred hits are excluded from the totals.
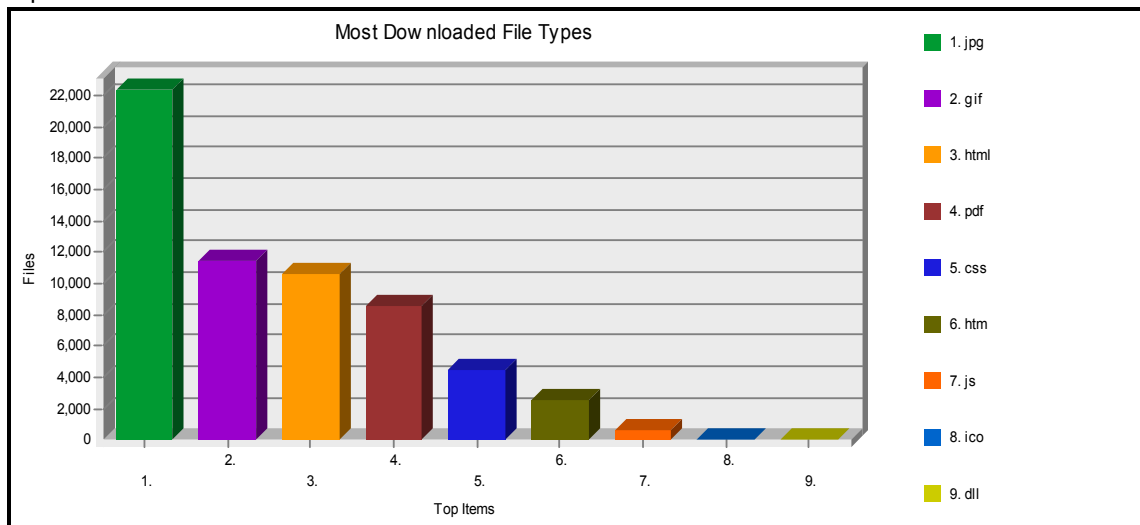
Most Downloaded File Types			
	File type	**Files**	**K Bytes Transferred**
1	jpg	22,396	485,733
2	gif	11,392	33,392
3	html	10,647	96,666
4	pdf	8,526	2,103,630
5	css	4,449	4,006
6	htm	2,614	5,356
7	js	670	21,439
8	ico	96	45
9	dll	36	351
10	doc	25	1,769
11	tif	6	1,188
12	xls	1	94
Total Files & K Bytes Transferred		**60,858**	**2,753,663**

Most Downloaded File Types - Help Card

This section identifies the accessed file types and the total kilobytes downloaded for each file type. Cached requests and erred hits are excluded from the totals. The types of files downloaded are listed in decreasing order of the number of file downloads, and the number of kilobytes transferred is given for each file type.
Tip: You can use the File Types tab in the Options dialog box to specify the types of files included in this table. **Tip:** To focus your report, consider using the File filter to include or exclude files or file types.

This provides a general statistic for the type of data visitors are interested in downloading from your site. Use this to consider which download types require improvements for better conveying your message.

Dynamic Pages & Forms

This section identifies the most popular dynamic pages and forms executed by the server. WebTrends counts any line with a Post command or a Get command with a "?" as a dynamic page, and shows only successful hits.
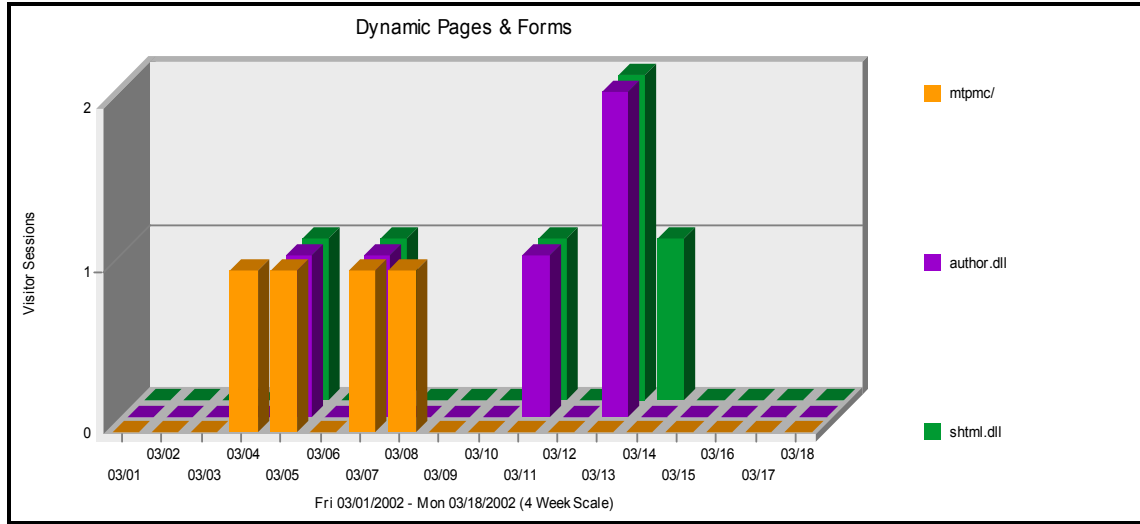
	Dynamic Pages	No. of Pages	% of Total	Visitor Sessions
1	http://www.plant-materials.nrcs.usda.gov/_vti_bin/shtml.dll	15	37.5%	6
2	http://www.plant-materials.nrcs.usda.gov/_vti_bin/_vti_aut/author.dll	21	52.5%	5
3	http://www.plant-materials.nrcs.usda.gov/mtpmc/	4	10%	4

Dynamic Pages & Forms - Help Card

? This section shows the dynamic pages and forms that are used the most.

💡 If you have a dynamic site, this table can be used with the Most Requested Pages table to determine your most popular pages. In addition, you can also use this information to place ads of higher value on the most popular pages.

Visitors by Number of Visits During Report Period

This section shows the distribution of visitors based on how many times each visitor visited your site.
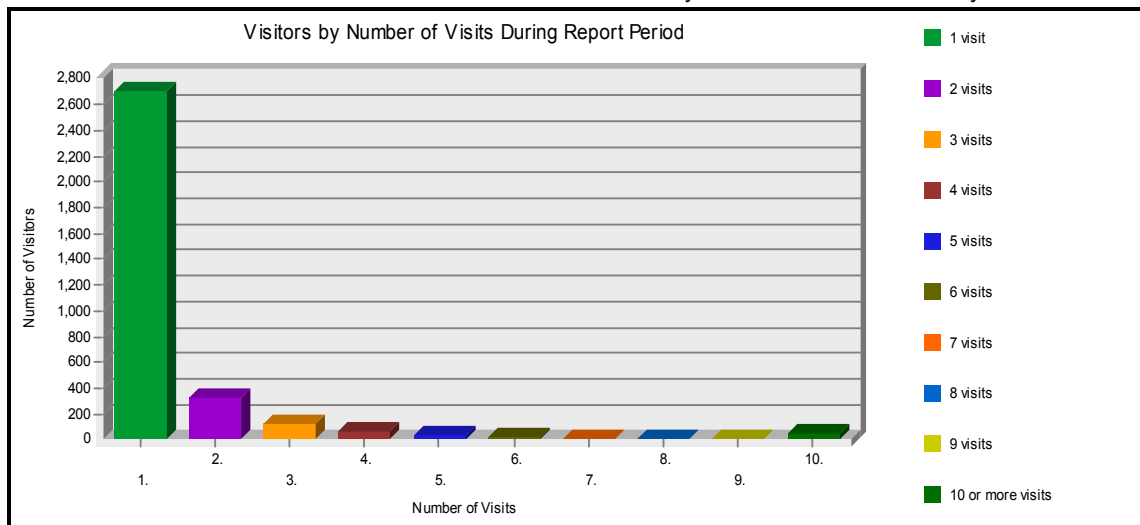
Visitors by Number of Visits During Report Period		
Number of Visits	**Number of Visitors**	**% of Total Unique Visitors**
1 visit	2706	80.87%
2 visits	327	9.77%
3 visits	127	3.79%
4 visits	61	1.82%
5 visits	35	1.04%
6 visits	21	0.62%
7 visits	10	0.29%
8 visits	12	0.35%
9 visits	2	0.05%
10 or more visits	45	1.34%

Visitors by Number of Visits During Report Period - Help Card

? This section shows the distribution of visitors based on how many times each visitor visited your site. This covers visits made during the reporting period only; a visitor's visits before or after the reporting period do not contribute to the visitor's visit count.

This statistic is an indication of whether or not your site compels return visits. Updating web site content is one way to improve this statistic.

New vs. Returning Visitors

This section shows the number of first-time visitors to your site and the number of returning visitors to your site. Only visitors identified by cookies are counted. First-time visitors are those who didn't have a cookie on their 1st hit, but had one on later hits. Returning visitors are those who already had a cookie on their 1st hit (their previous visit happened before the start of this report period.)
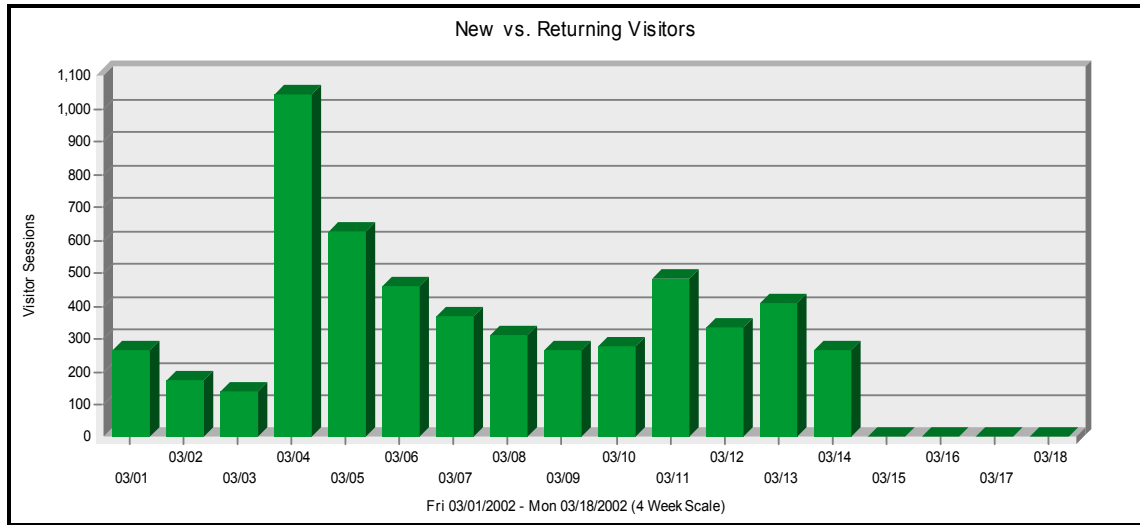
New vs. Returning Visitors		
New or Returning Visitor	**Number of Visitor Sessions**	**% of Total Sessions**
Unknown	5,449	100.00%

New vs. Returning Visitors - Help Card

? This section shows the number of first-time visitors to your site and the number of returning visitors to your site. Only visitors who can be identified with cookies are counted. First-time visitors are those who didn't have a cookie on their 1st hits, but had one on later hits. Returning visitors are those who already had a cookie on their 1st hit, and whose previous visit happened before the start of this report period. To get the most accurate information, make sure you set up the Cookies tab in the Options window to properly interpret the cookies you give to visitors.

By considering the ratio between new and returning visitors over a period of time, you can determine if your site is adequately attracting repeat visits. If you consistently have a high number of returning visitors, congratulations; you're doing a good job! However, if you are accustomed to seeing a low number of returning visitors, it's time to figure out why.

Top Authenticated Visitors

This section identifies the true name and relative activity level of the visitors logging onto a server that requires user name and password. You may find more authenticated visitors than visitors (in the following table) as several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may come from a single IP address, authentication is a much more accurate way to identify top visitors.
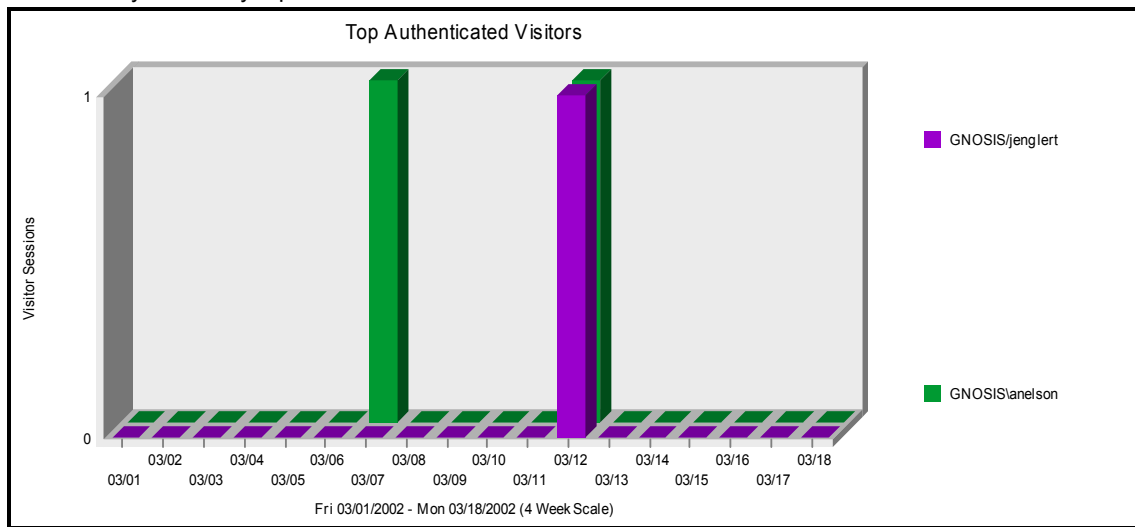
Top Authenticated Visitors				
	Visitor	Hits	% of Total Hits	Visitor Sessions
1	GNOSIS\anelson	17	89.47%	2
2	GNOSIS/jenglert	2	10.52%	1
Total		**19**	**100%**	**3**

Top Authenticated Visitors - Help Card
? This section shows the authenticated users who visited your site the most.
🔆 You may use this information for your marketing efforts, such as special promotions or newsletters.

Top Visitors

This section identifies the IP address and/or domain name and their relative activity level on the site. If you do not use WebTrends cookies to track sessions on the site, WebTrends cannot differentiate between hits from different visitors of a same IP.

	Visitor	Hits	% of Total Hits	Visitor Sessions
	Top Visitors			
1	crawl4.googlebot.com	260	0.34%	72
2	crawl1.googlebot.com	211	0.27%	68
3	crawl5.googlebot.com	157	0.2%	67
4	crawl3.googlebot.com	108	0.14%	49
5	crawl7.googlebot.com	82	0.1%	46
6	crawl2.googlebot.com	93	0.12%	45
7	crawl8.googlebot.com	90	0.11%	40
8	crawl6.googlebot.com	77	0.1%	36
9	mscoffeev2d249.mscoffeev2.fsc.usda.gov	741	0.97%	29
10	65.214.36.45	80	0.1%	27
11	199.149.241.252	568	0.74%	25
12	m2.cyc-lab.com	39	0.05%	22
13	m5.cyc-lab.com	26	0.03%	22
14	m4.cyc-lab.com	36	0.04%	21
15	miroselaked003.fsc.usda.gov	368	0.48%	21
16	mdbeltsvild010.mdbeltsvil.fsc.usda.gov	390	0.51%	21
17	m3.cyc-lab.com	30	0.03%	20
18	216.239.46.148	26	0.03%	17
19	64.12.96.76	16	0.02%	15
20	cache-mtc-aa02.proxy.aol.com	17	0.02%	15
Subtotal for Visitors Above		**3,415**	**4.49%**	**678**
Total		**75,920**	**100%**	**5,449**

Top Visitors - Help Card

? This section identifies IP addresses and/or domain names of visitors and their relative activity level. If you use WebTrends cookies to track sessions on the site, WebTrends can differentiate hits from visitors with the same IP address.
Tip: Consider the Visitor Address Filter to include or exclude activity based on visitor IP or domain.

💡 Consider the visitors who use the site most, and tailor your site to their interests and needs. If this is an intranet, notice which employees use the site the most and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

Top Geographic Regions

This section identifies the top locations of the visitors to the site by geographic region. The geographic region of the visitor is determined by the suffix of their domain name. Use this information carefully because this information is based on where the domain name of the visitor is registered, and may not always be an accurate identifier of the actual geographic location of this visitor. For example, while a vast majority of .com domain names are from North America, there is a small minority of domain names that exist outside of North America.
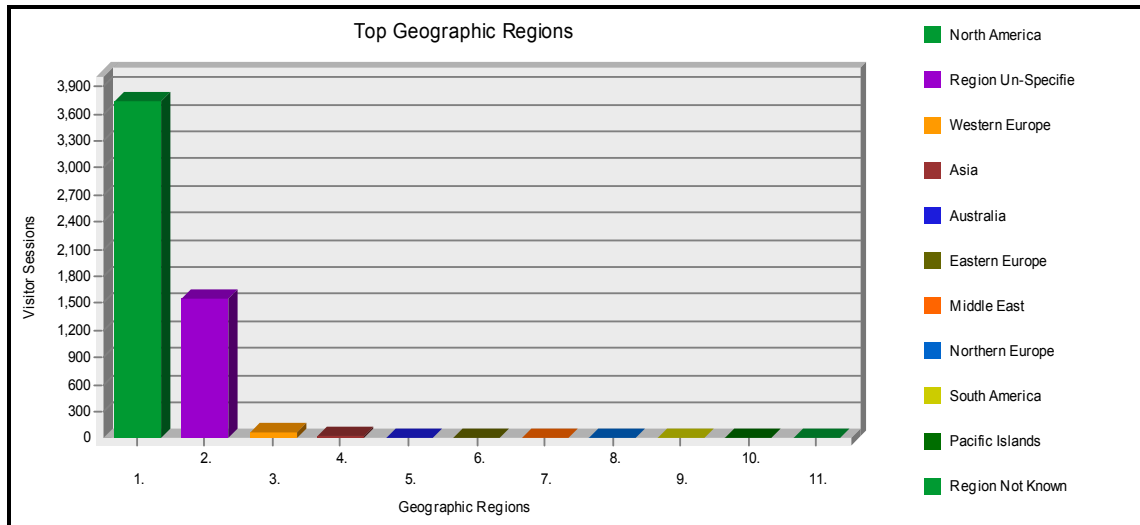
Top Geographic Regions

	Geographic Regions	Visitor Sessions
1	North America	3,739
2	Region Un-Specified	1,548
3	Western Europe	63
4	Asia	30
5	Australia	18
6	Eastern Europe	14
7	Middle East	13
8	Northern Europe	10
9	South America	9
10	Pacific Islands	3
11	Region Not Known	2
Total		**5,449**

Top Geographic Regions - Help Card

 This section identifies the top locations of the visitors to the site by geographic region. The geographic region is determined by the suffix of their domain names. Use this information carefully because it is based on where the domain name of the visitor is registered, and may not always be an accurate identifier of the visitor's actual geographic location. For example, while a vast majority of .com domain names are from North America, there is a small minority that exist outside of North America.

If reverse DNS lookups have not been performed, WebTrends cannot determine the country of origin and this section is not included in the report. The table lists the top geographic regions in decreasing order of the number of hits.

Tip: Consider the Visitor Address Filter to include or exclude activity based on visitor country.

 This information can help you meet the needs of your target audience as well as discover new

Top Geographic Regions - Help Card

audiences. Consider how you can make the content comprehensive and relevant to an International audience.

Most Active Countries

This section identifies the top locations of the visitors to the site by country. The country of the visitor is determined by the suffix of their domain name. Use this information carefully because this information is based on where the domain name of the visitor is registered, and may not always be an accurate identifier of the actual geographic location of this visitor. For example, while a vast majority of .com domain names are from the United States, there is a small minority of domain names that exist outside of the United States.
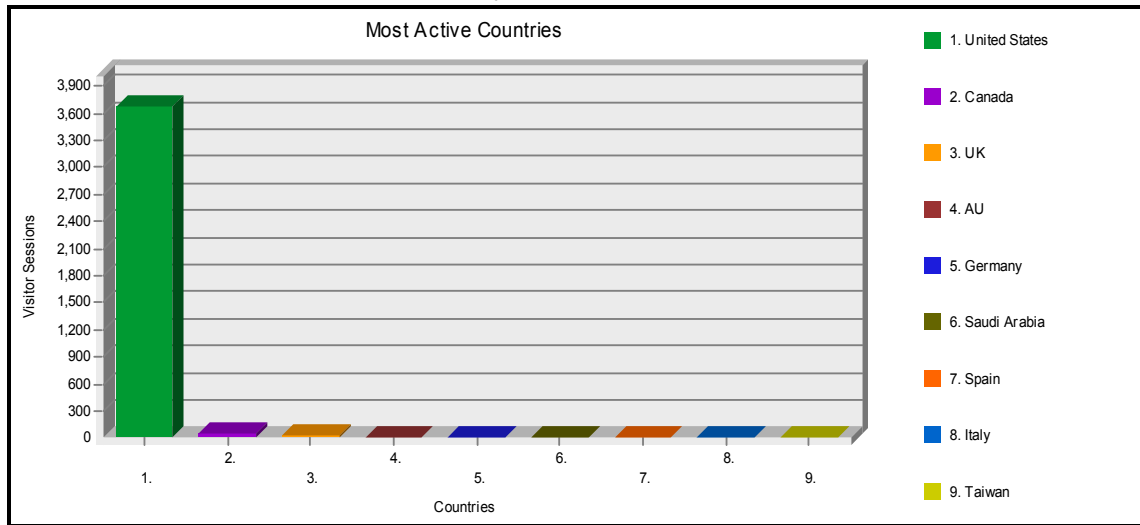
Most Active Countries		
	Countries	**Visitor Sessions**
1	United States	3,673
2	Canada	59
3	UK	28
4	AU	18
5	Germany	11
6	Saudi Arabia	11
7	Spain	10
8	Italy	8
9	Taiwan	7
10	Mexico	7
11	Singapore	6
12	Brazil	5
13	Hong Kong	4
14	Greece	3
15	New Zealand (Aotearoa)	3
16	Finland	3
17	Denmark	3
18	Philippines	3
19	Estonia	3
20	Sweden	3
Total		**3,868**

Most Active Countries - Help Card

❓ This section identifies the top locations of the visitors to the site by country. The country is determined by the suffix of their domain names. Use this information carefully because it is based on where the domain name of the visitor is registered, and may not always be an accurate identifier of the visitor's actual

Most Active Countries - Help Card

geographic location. For example, while a vast majority of .com domain names are from the United States, there is a small minority that exist outside of the United States.

If reverse DNS lookups have not been performed, WebTrends cannot determine the country of origin and this section is not included in the report. The table lists the top countries in decreasing order of the number of hits.

Tip: Consider the Visitor Address Filter to include or exclude activity based on visitor country.

This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an International audience.

North American States and Provinces

This section breaks down web site activity to show which of the North American States and Provinces were the most active on the site. This information is based on where the domain name of the visitor is registered, and may not always be an accurate representation of the actual geographic location of this visitor. This information can only be displayed if reverse DNS lookups have been performed.
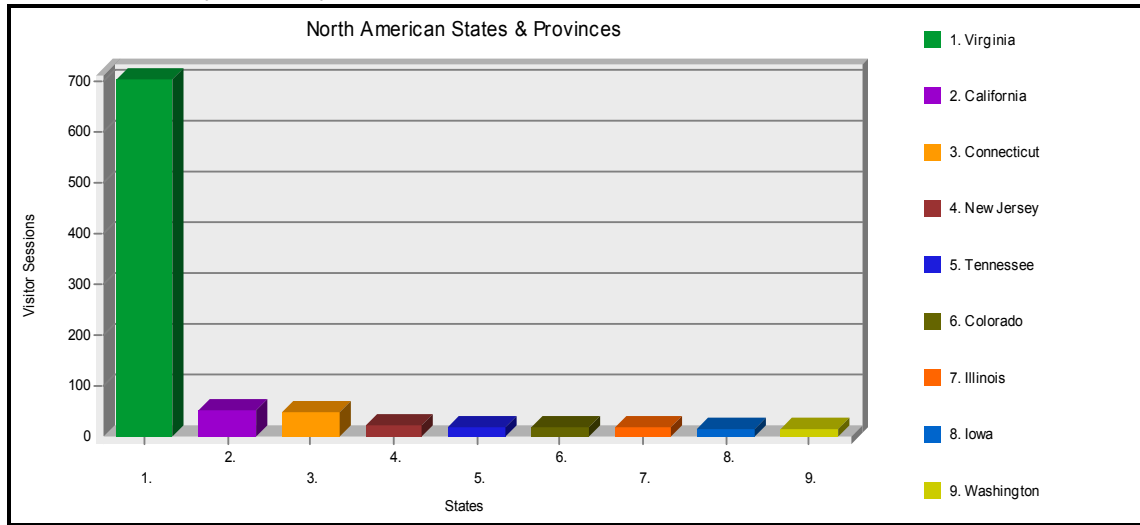
	State	Visitor Sessions
1	Virginia	704
2	California	55
3	Connecticut	50
4	New Jersey	25
5	Tennessee	21
6	Colorado	19
7	Illinois	19
8	Iowa	17
9	Washington	16
10	Pennsylvania	15
11	New York	14
12	Texas	11
13	Massachusetts	10
14	Wisconsin	10
15	Montana	10
16	Minnesota	9
17	D.C.	7
18	Missouri	7
19	Oregon	7
20	Arizona	7
Total For the States Above		**1,033**

North American States and Provinces - Help Card

❓ This section shows which of the North American States and Provinces were the most active on the site. This information is based on where the domain name of the visitor is registered, and may not always be an accurate representation of the actual geographic location of this visitor (for example, individual visitors will often be seen as coming from the state where their ISPs are registered.) This information can only be displayed if reverse DNS lookups have been performed.

North American States and Provinces - Help Card

💡 This information can help you cater to your audience. Expand your audience by addressing the needs of those you want to draw to the site.

Most Active Cities

This section further breaks down the site's activity to show which cities were the most active on the site. This information is based on where the domain name of the visitor is registered, and may not always be an accurate representation of the actual geographic location of this visitor. This information can only be displayed if reverse DNS lookups have been performed.
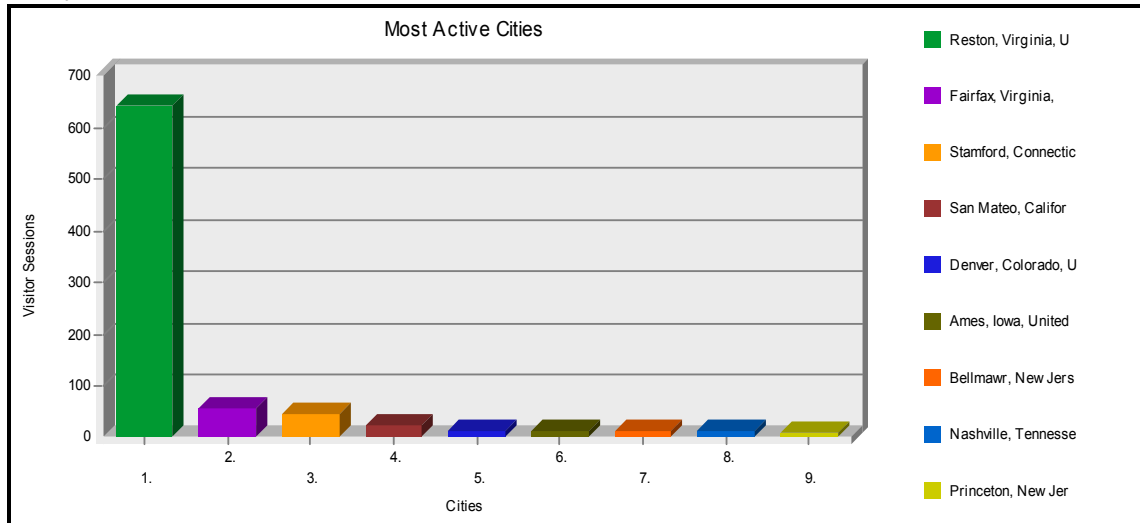
Most Active Cities

	City, State	Visitor Sessions
1	Reston, Virginia, United States	642
2	Fairfax, Virginia, United States	57
3	Stamford, Connecticut, United States	46
4	San Mateo, California, United States	22
5	Denver, Colorado, United States	13
6	Ames, Iowa, United States	13
7	Bellmawr, New Jersey, United States	12
8	Nashville, Tennessee, United States	11
9	Princeton, New Jersey, United States	9
10	San Francisco, California, United States	9
11	Washington, D.C., United States	7
12	Lafayette, Tennessee, United States	7
13	Seattle, Washington, United States	7
14	Madison, Wisconsin, United States	7
15	Coudersport, Pennsylvania, United States	6
16	Bozeman, Montana, United States	6
17	New York, New York, United States	5
18	University Park, Pennsylvania, United States	5
19	Bloomington, Illinois, United States	5
20	College Station, Texas, United States	4
Total For the Cities Above		**893**

Most Active Cities - Help Card

? This section breaks down activity further to show which cities were the most active. This information is based on where the visitor's domain name is registered, and may not necessarily be an accurate representation of the visitor's actual geographic location. For example, visitors are frequently shown as coming from the city where their ISPs are registered.) This information can only be provided if reverse DNS lookups have been performed.

Most Active Cities - Help Card

City information can be useful in focusing your marketing efforts in other media such as print or television advertising.

Most Active Organizations

This section identifies the companies or organizations that accessed the site the most often.
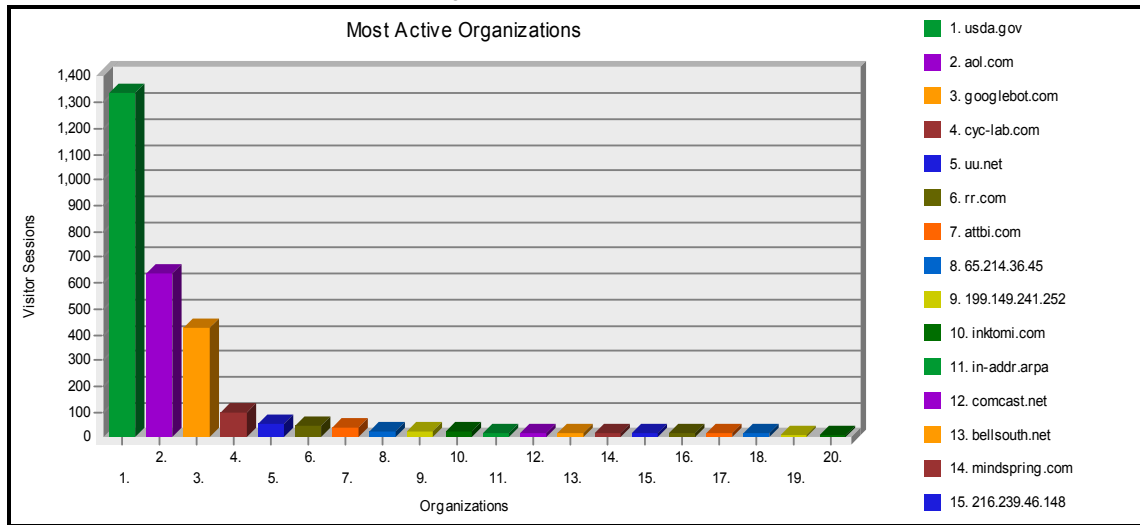
Most Active Organizations

	Organizations	Hits	% of Total Hits	Visitor Sessions
1	http://usda.gov	31,486	41.47%	1,338
2	**America Online** http://aol.com	911	1.19%	635
3	http://googlebot.com	1,078	1.41%	423
4	http://cyc-lab.com	148	0.19%	98
5	**UUNET Technologies Inc.** http://uu.net	655	0.86%	57
6	**EXCALIBUR Group A Time Warner Company** http://rr.com	678	0.89%	45
7	http://attbi.com	966	1.27%	41
8	http://65.214.36.45	80	0.1%	27
9	http://199.149.241.252	568	0.74%	25
10	**Inktomi Corp.** http://inktomi.com	105	0.13%	22
11	http://in-addr.arpa	240	0.31%	20
12	http://comcast.net	187	0.24%	18
13	http://bellsouth.net	210	0.27%	18
14	**MindSpring Enterprises Inc.** http://mindspring.com	235	0.3%	18
15	http://216.239.46.148	26	0.03%	17
16	http://pacbell.net	335	0.44%	17
17	http://64.12.96.76	16	0.02%	15
18	http://Level3.net	177	0.23%	15
19	http://centurytel.net	350	0.46%	14
20	http://optonline.net	203	0.26%	14
Subtotal For Companies Above		**38,654**	**50.91%**	**2,877**
Total For the Log File		**75,920**	**100%**	**5,449**

Most Active Organizations - Help Card

Most Active Organizations - Help Card

This section identifies the companies or organizations that accessed the site the most often. If the DNS lookup option is set to "Always" or "Automatically," WebTrends searches for the domain name in the company database, and includes the company name and geographic information in the graph and table. If reverse DNS lookups are not performed, either by WebTrends or by the server, only IP addresses are listed. The table lists companies and organizations in decreasing order of the number of hits.

Determine how your e-business can be improved according to how businesses are using your site. Consider how your product can be made more attractive to organizations that have shown interest.

Organization Breakdown

This section provides a breakdown by types of organizations (.com, .net, .edu, .org, .mil, and .gov.) This information can only be displayed if reverse DNS lookups have been performed, and the percentages refer to the total of hits for which the organization type can be determined (some IPs cannot be resolved to a domain, and therefore an organization type cannot be determined).
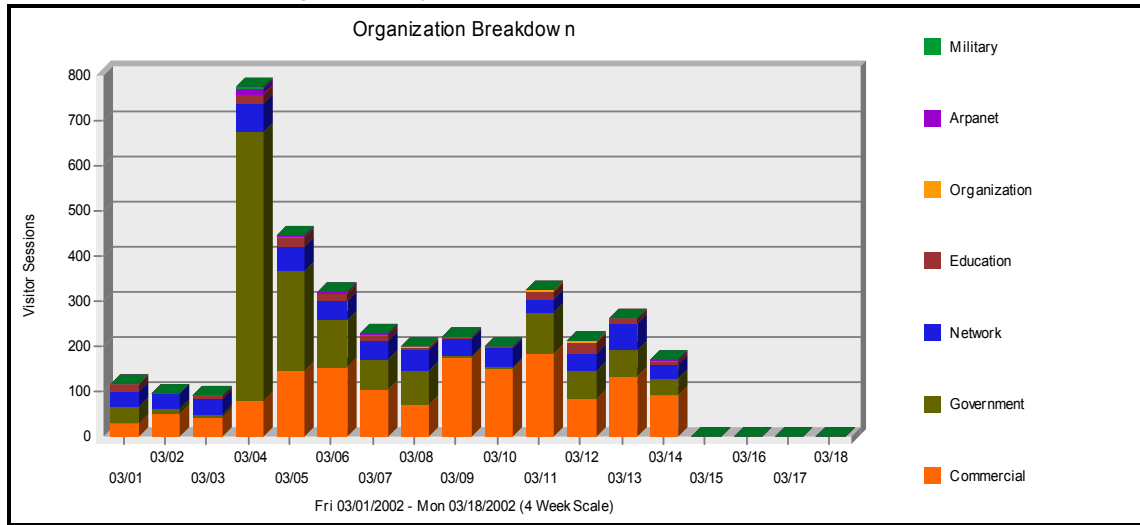
Organization Breakdown

	Organization Type	Hits	% of Total Hits	Visitor Sessions
1	Commercial	6,706	12.94%	1,537
2	Government	32,067	61.88%	1,369
3	Network	9,119	17.59%	583
4	Education	3,293	6.35%	169
5	Organization	244	0.47%	22
6	Arpanet	240	0.46%	20
7	Military	149	0.28%	11
Total for Known Organization Types		**51,818**	**100%**	**3,711**

Organization Breakdown - Help Card

? This section provides a breakdown by types of organizations (.com, .net, .edu, .org, .mil, and .gov.) The table lists the types of organizations in decreasing order of the number of hits. This information can only be provided if reverse DNS lookups have been performed, and the percentages refer to the total of hits for which the organization type can be determined (some IPs cannot be resolved to a domain, and therefore an organization type cannot be determined).

♀ Consider what type of organization is interested in your site and how you can attract other types.

Summary of Activity for Report Period

This section outlines general server activity, comparing the level of activity on weekdays and weekends. The Average Number of Visitors and Hits on Weekdays are the averages for each individual week day. The Average Number of Visitors and Hits for Weekends groups Saturday and Sunday together. Values in the table do not include erred hits.

Summary of Activity for Report Period	
Average Number of Visitor Sessions per day on Weekdays	382
Average Number of Hits per day on Weekdays	5,858
Average Number of Visitor Sessions for the entire Weekend	287
Average Number of Hits for the entire Weekend	1,871
Most Active Day of the Week	Mon
Least Active Day of the Week	Sat
Most Active Day Ever	March 04, 2002
Number of Hits on Most Active Day	24,490
Least Active Day Ever	March 18, 2002
Number of Hits on Least Active Day	5
Most Active Hour of the Day	07:00-07:59
Least Active Hour of the Day	00:00-00:59

Summary of Activity for Report Period - Help Card
❓ This section outlines general server activity, comparing the level of activity on weekdays and weekends. The Average Number of Visitors and Hits on Weekdays are the averages for each individual weekday. The Average Number of Visitors and Hits for Weekends groups Saturday and Sunday together. Values in the table do not include erred hits.   💡 This table is useful for determining the best day of the week to perform system maintenance. You can determine least popular and most popular use trends for development of the site.

Summary of Activity by Time Increment

This section helps you understand the bandwidth requirements of the site by indicating the volume of activity in kilobytes transferred. The table provides various measures of activity by unit of time for the report period (the unit of time depends on the amount of time covered by the report, and will be the day in most cases).

Activity by Time Increment (Bandwidth)

Fri 03/01/2002 - Mon 03/18/2002 (4 Week Scale)
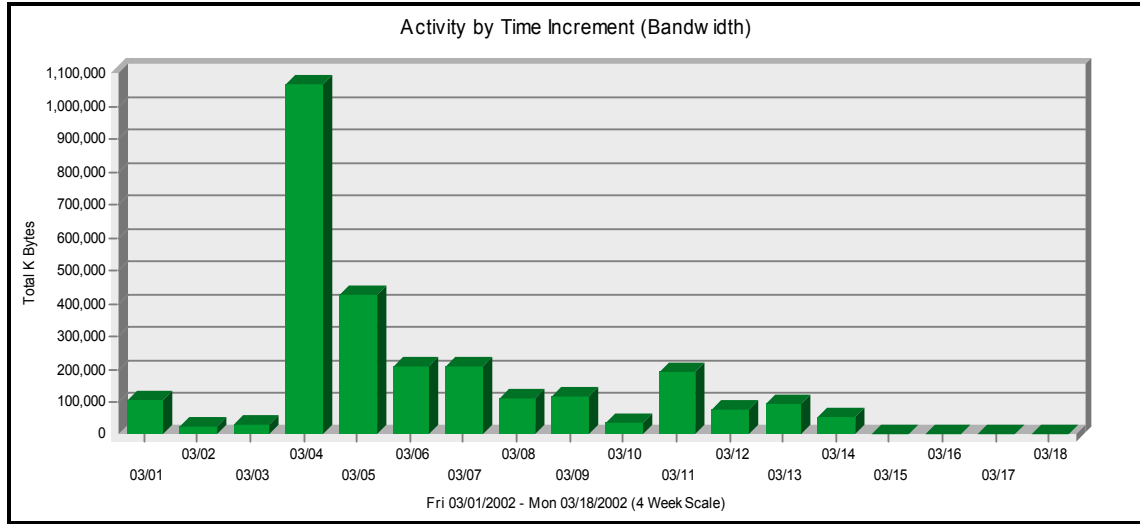
Summary of Activity by Time Increment

Time Interval	Hits	Page Views	KBytes Transferred	Visitor Sessions
Fri 03/01/2002	3,900	1,015	103,275 K	269
Sat 03/02/2002	1,387	381	23,884 K	172
Sun 03/03/2002	1,279	321	30,490 K	141
Mon 03/04/2002	24,490	3,869	1,069,117 K	1,046
Tue 03/05/2002	10,147	1,814	426,157 K	627
Wed 03/06/2002	5,653	1,474	207,619 K	461
Thu 03/07/2002	5,031	1,130	209,348 K	367
Fri 03/08/2002	3,710	780	112,167 K	311
Sat 03/09/2002	1,377	275	117,392 K	266
Sun 03/10/2002	1,554	406	39,809 K	279
Mon 03/11/2002	5,886	1,453	189,289 K	485
Tue 03/12/2002	4,033	1,028	77,268 K	334
Wed 03/13/2002	4,749	1,258	94,033 K	411
Thu 03/14/2002	2,689	722	53,725 K	268
Fri 03/15/2002	13	13	52 K	5
Sat 03/16/2002	9	9	14 K	3
Sun 03/17/2002	8	8	14 K	2
Mon 03/18/2002	5	5	20 K	2
Total	**75,920**	**15,961**	**2,753,673 K**	**5,449**

Summary of Activity by Time Increment - Help Card

? This section helps you understand the bandwidth requirements of the site by indicating the volume of activity in kilobytes transferred. The table provides various measures of activity by unit of time for the report period (the unit of time depends on the amount of time covered by the report, and will be the day in most cases).

♀ Periods of less activity should be considered for maintenance and content improvement.

Activity Level by Day of the Week

This section shows the activity for each day of the week for the report period (i.e. if there are two Mondays in the report period, the value presented is the sum of all hits for both Mondays.) Values in the table do not include erred hits.

Activity Level By Day of the Week
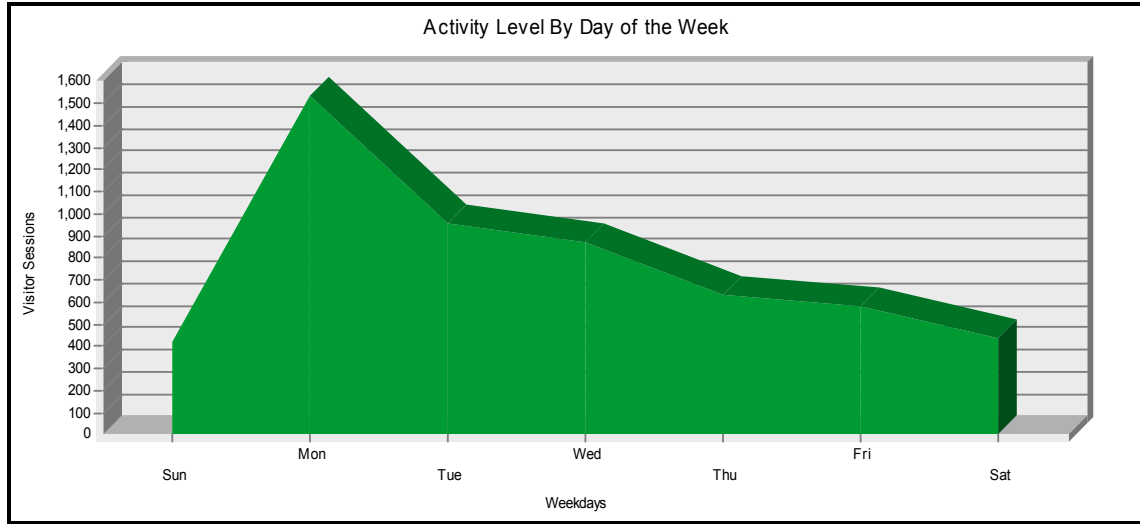
	Activity Level by Day of the Week			
	Day	**Hits**	**% of Total Hits**	**Visitor Sessions**
1	Sun	2,841	3.74%	422
2	Mon	30,381	40.01%	1,533
3	Tue	14,180	18.67%	961
4	Wed	10,402	13.7%	872
5	Thu	7,720	10.16%	635
6	Fri	7,623	10.04%	585
7	Sat	2,773	3.65%	441
Total Weekdays		**70,306**	**92.6%**	**4,586**
Total Weekend		**5,614**	**7.39%**	**863**

Activity Level by Day of the Week - Help Card

? This section shows the activity for each day of the week for the report period (i.e. if there are two Mondays in the report period, the value presented is the sum of all hits for both Mondays.) The table lists the number of hits, percentage of total hits and visitor sessions for each day of the week for the report period. Values in this table do not include erred hits.
Tip: Consider the Day of Week Filter to include or exclude activity based on the day of the week.

💡 Days of less activity should be considered for maintenance and content improvement.

Activity Level by Hour of the Day

This section shows the most and the least active hour of the day for the report period. The second table breaks down activity for the given report period to show the average activity for each individual hour of the day (if there are several days in the report period, the value presented is the sum of all hits during that period of time for all days). All times are referenced to the location of the system running the analysis.

Activity Level By Hour of the Day
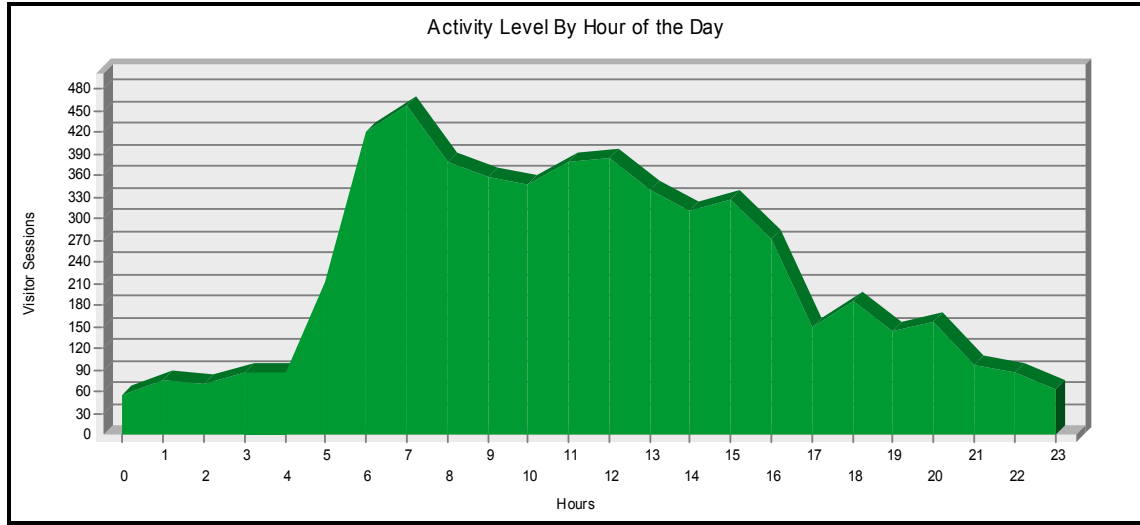
Activity Level by Hours Details			
Hour	# of Hits	% of Total Hits	# of Visitor Sessions
00:00-00:59	414	0.54%	56
01:00-01:59	583	0.76%	76
02:00-02:59	426	0.56%	71
03:00-03:59	507	0.66%	87
04:00-04:59	754	0.99%	87
05:00-05:59	3,106	4.09%	211
06:00-06:59	8,614	11.34%	420
07:00-07:59	8,766	11.54%	458
08:00-08:59	8,306	10.94%	380
09:00-09:59	6,412	8.44%	357
10:00-10:59	5,333	7.02%	347
11:00-11:59	4,915	6.47%	379
12:00-12:59	5,402	7.11%	384
13:00-13:59	4,546	5.98%	340
14:00-14:59	4,911	6.46%	310
15:00-15:59	3,365	4.43%	326
16:00-16:59	2,350	3.09%	272
17:00-17:59	1,747	2.3%	151
18:00-18:59	1,666	2.19%	187
19:00-19:59	993	1.3%	145
20:00-20:59	917	1.2%	157
21:00-21:59	786	1.03%	97
22:00-22:59	671	0.88%	86
23:00-23:59	430	0.56%	65
Total Visitors during Work Hours (8:00am-5:00pm)	45,540	59.98%	3,095
Total Visitors during After Hours (5:01pm-	30,380	40.01%	2,354

Activity Level by Hours Details			
Hour	# of Hits	% of Total Hits	# of Visitor Sessions
7:59am)			

Activity Level by Hour of the Day - Help Card

This section shows the most and the least active hour of the day for the report period. The second table breaks down activity for the given report period to show the average activity for each individual hour of the day (if there are several days in the report period, the value presented is the sum of all hits during that period of time for all days). All times are referenced to the location of the system running the analysis. The table lists the percentage of total hits and visitor sessions, as well as the totals for work hours (8:00am - 5:00pm) and after hours (5:01pm - 7:59am).

Tip: Consider the Hour of Day Filter to include or exclude activity based on the time of day.

This information is useful in determining what hour of the day is best for system maintenance.

Activity Level by Length of Visit

This section shows the number and percentages of visits and page views over selected visit lengths.
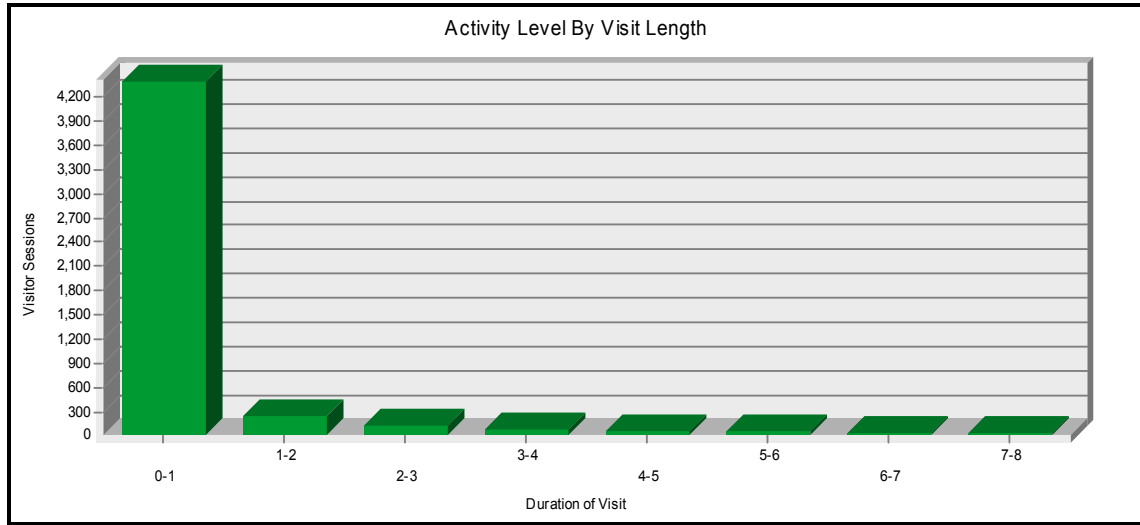
Activity Level by Length of Visit				
Visit Duration (Minutes)	**Visits**	**Page Views**	**% of Total Visits**	**% of Total Views**
0-1	4,392	6,893	80.6%	43.18%
1-2	248	1,601	4.55%	10.03%
2-3	130	891	2.38%	5.58%
3-4	91	666	1.67%	4.17%
4-5	64	514	1.17%	3.22%
5-6	51	444	0.93%	2.78%
6-7	44	499	0.8%	3.12%
7-8	39	388	0.71%	2.43%
8-9	28	283	0.51%	1.77%
9-10	34	234	0.62%	1.46%
10-11	22	217	0.4%	1.35%
11-12	14	126	0.25%	0.78%
12-13	19	178	0.34%	1.11%
13-14	15	143	0.27%	0.89%
14-15	15	126	0.27%	0.78%
15-16	27	221	0.49%	1.38%
16-17	7	57	0.12%	0.35%
17-18	18	166	0.33%	1.04%
18-19	14	153	0.25%	0.95%
> 19	177	2,161	3.24%	13.53%
Totals	**5,449**	**15,961**	**100%**	**100%**

Activity Level by Length of Visit - Help Card

?   This section groups visitor sessions based on the their duration. For each grouping, the total number of visitors, and the total number of pages viewed is calculated. The accumulated totals for all of the visit duration groupings is shown at the bottom of the table.

♀   This information is useful for determining how long visitors look at your web site.

Number of Views per Visitor Session

This section shows the number and percentages of visits and page views versus the number of pages viewed.
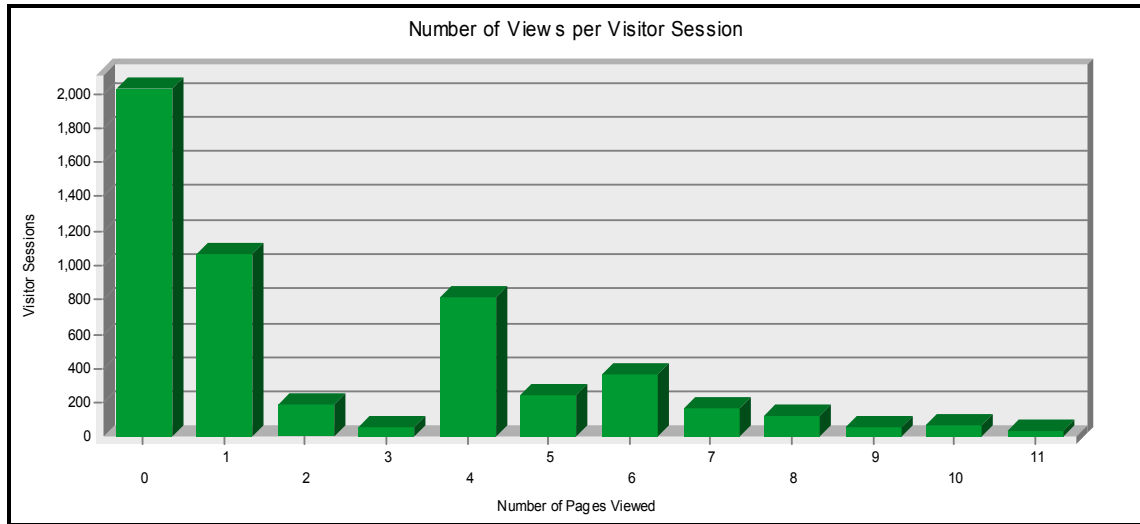
Number of Pages Viewed per Visit		
Number of Pages Viewed	**Number of Visits**	**% of Total Visits**
0 pages	2,033	37.3%
1 page	1,070	19.63%
2 pages	192	3.52%
3 pages	62	1.13%
4 pages	818	15.01%
5 pages	246	4.51%
6 pages	371	6.8%
7 pages	173	3.17%
8 pages	131	2.4%
9 pages	64	1.17%
10 pages	66	1.21%
11 or more pages	223	0.67%
Totals	**5,449**	**100%**

Number of Views per Visitor Session - Help Card

This section shows you how many visitors viewed one page, how many viewed 2 pages, ect. Number of Page Viewed is 0 indicates visitor sessions that access only non-page items (e.g. GIF, JPG).

You can quickly see how many visitors look at just one page or more than one page. If most visitors are only viewing one page, it may be an indication that the page where they entered didn't effectively guide them to the content they needed.

Visitor Session Statistics

This section shows how many visitors viewed your web site and how long they stayed. The information is split up into time slices based on the duration of the log file.
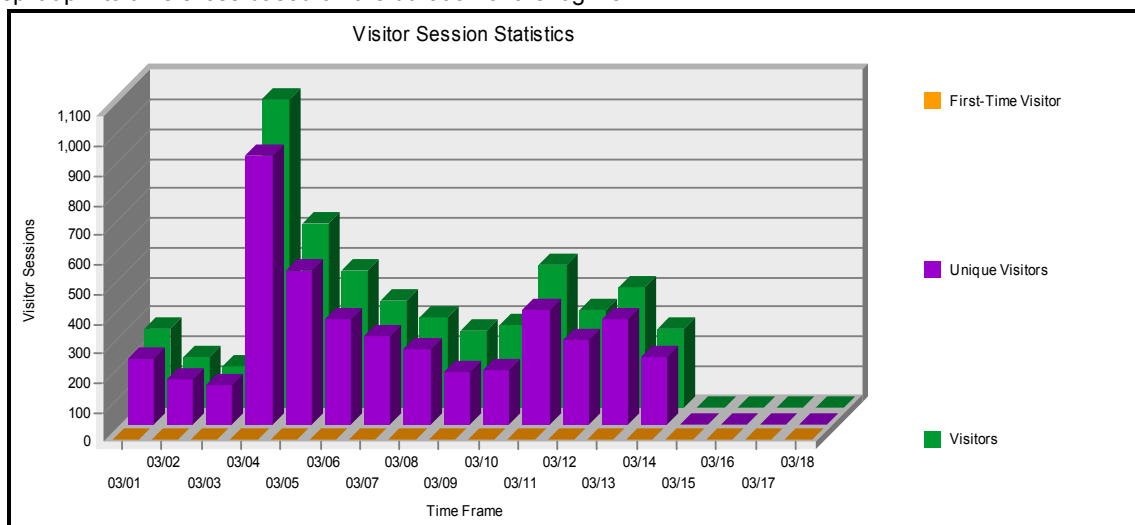
Visitor Session Statistics					
Time Frame	**Visitors**	**Unique Visitors**	**First-Time Visitors**	**Average Visit Length**	**Visitor-Minutes**
Fri 03/01/2002	269	227	0	00:02:56	790
Sat 03/02/2002	172	153	0	00:02:04	355
Sun 03/03/2002	141	137	0	00:00:36	86
Mon 03/04/2002	1,046	910	0	00:02:16	2,380
Tue 03/05/2002	627	523	0	00:02:09	1,349
Wed 03/06/2002	465	357	0	00:03:59	1,857
Thu 03/07/2002	367	300	0	00:02:45	1,013
Fri 03/08/2002	311	259	0	00:01:39	514
Sat 03/09/2002	265	179	0	00:00:36	159
Sun 03/10/2002	280	185	0	00:02:36	728
Mon 03/11/2002	486	388	0	00:01:51	902
Tue 03/12/2002	334	290	0	00:01:09	389
Wed 03/13/2002	411	357	0	00:01:38	674
Thu 03/14/2002	268	230	0	00:01:47	478
Fri 03/15/2002	5	5	0	00:04:30	22
Sat 03/16/2002	3	3	0	00:10:35	31
Sun 03/17/2002	2	2	0	00:13:18	26
Mon 03/18/2002	2	2	0	00:06:48	13
Averages	NA	NA	NA	00:03:30	654
Totals	**NA**	**NA**	**NA**	**01:03:12**	**11,776**

Visitor Session Statistics - Help Card

? The Visitor Session Statistics section shows visitor session activity for the reporting period. Visitors are typically tracked using the cookie that's been defined or by their IP addresses.

Visitor Session Statistics - Help Card

Visitors shows the number of visitor sessions for each interval.

Unique Visitors shows the number of unique visitor sessions. If the entire column displays N/A, it may be because Limit Memory Usage was activated, and the amount of memory required to track individual visitor sessions was exceeded. A total count of visitors and visitor sessions is available in the General Statistics table.

First-Time Visitors shows the number of sessions that were attributed to known first-time visitors. You must use a persistent cookie on your web server and have defined it in the program to get this information.

Average Visit Length shows the average length of the visitor session for each interval. Sessions with a length of zero (i.e. a single page view) are included in the average.

Visitor-Minutes provides the total number of minutes that visitors viewed your site based on the sum of each visitor session for the interval.

You can use this information to:

Determine which intervals have the most traffic. You might watch for increases or decreases in traffic and consider the circumstances that may impact the change (an ad campaign, press release, competitor announcement).

 Plan for acquiring new equipment> If you've noticed a trend in visitor traffic, you can plan for future needs. Compare new vs. repeat customers. How much activity is attributed to new visitors? Are established customers returning to your site?

Technical Statistics and Analysis

This table shows the total number of hits for the site, how many were successful, how many failed, and calculates the percentage of hits that failed. It may help you in determining the reliability of the site.

Technical Statistics and Analysis	
Total Hits	76,610
Successful Hits	75,920
Failed Hits	690
Failed Hits as Percent	0.9%
Cached Hits	15,062
Cached Hits as Percent	19.66%

Technical Statistics and Analysis - Help Card

? This table shows the total number of hits for the site, how many were successful, how many failed, and calculates the percentage of hits that failed. Failed hits are hits where a server or client error occurred. Cached hits are those where the page was found in the cache of the browser, so the server did not need to transfer the file.

♀ This section is useful in determining the reliability of the site.

Dynamic Pages & Forms Errors

This section shows the number of successful form submissions compared to the number that failed. WebTrends considers anything with Post command as a dynamic page.

Dynamic Pages & Forms Errors

Successful Forms S: 49%

Failed Forms Submi: 51%

■ Failed Forms Submi

■ Successful Forms S

Percent of Total Hits
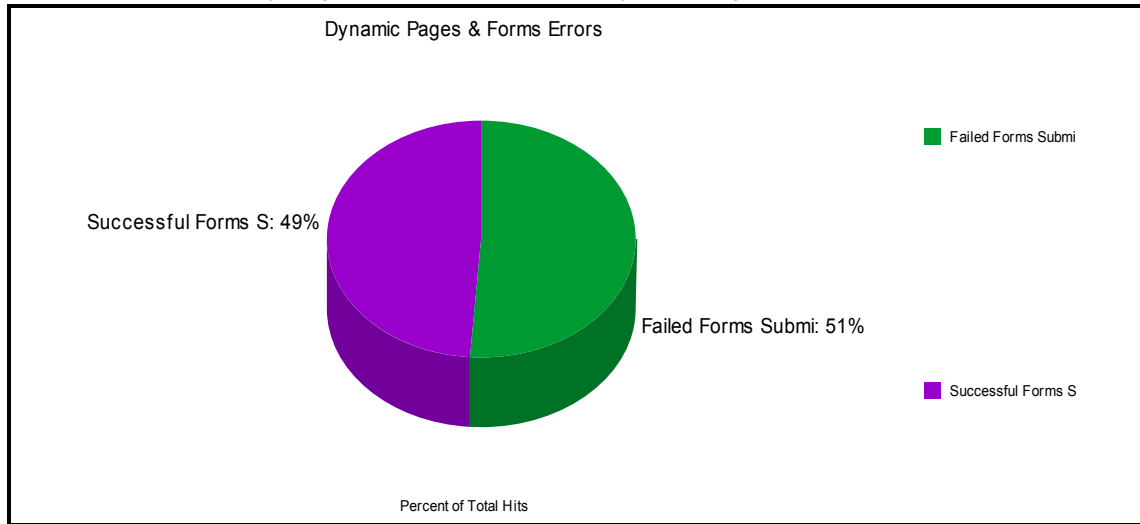
Dynamic Pages & Forms Errors		
Type	Hits	% of Total
Failed Forms Submitted	42	51.21%
Successful Forms Submitted	40	48.78%
Total	**82**	**100%**

Dynamic Pages & Forms Errors - Help Card

? This section shows you errors that occurred for both dynamic pages and forms.

💡 You want the percentage of forms that failed to be low, and if they're not, you need to find out why.

Client Errors

This section identifies the error codes from the browsers accessing your server.
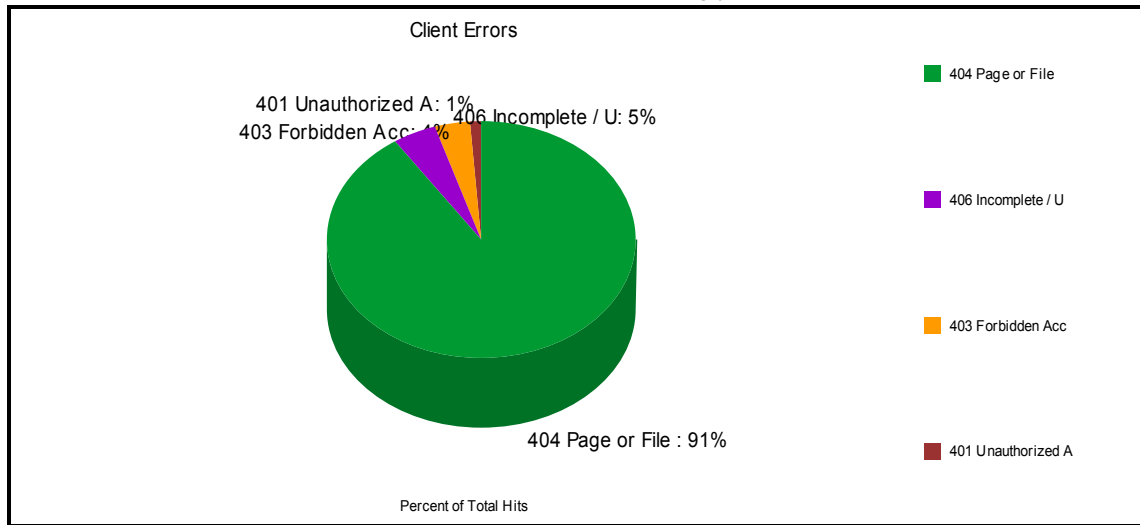
Client Errors		
Error	**Hits**	**% of Failed Hits**
404 Page or File Not Found	594	90.54%
406 Incomplete / Undefined	30	4.57%
403 Forbidden Access	25	3.81%
401 Unauthorized Access	7	1.06%
Total	**656**	**100%**

Client Errors - Help Card

? This section identifies the error codes from the browsers accessing your server. The table lists all the errors that occurred in order of number of failed hits.
Tip: To focus your report, consider using the Return Code Filter for including or excluding return code data.

♀ This is helpful for identifying the errors the client browser received and determining what maintenance is necessary.

Page Not Found (404) Errors

This section identifies pages that returned "Page Not Found" (404) errors on the server.
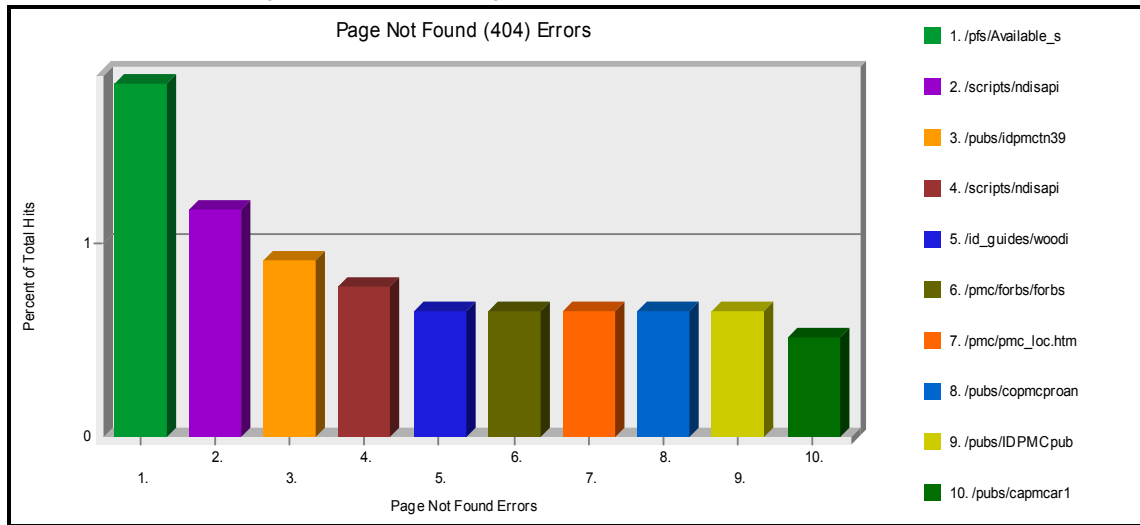
Page Not Found (404) Errors		
Target URL and Referrer	**Hits**	**% of 404 Hits**
/pfs/Available_species/ (no referrer)	14	2.35%
/scripts/ndisapi.dll/pmc/pgHome?PMC=ARPMC http://www.ar.nrcs.usda.gov/	9	1.51%
/pubs/idpmctn390201.pdf http://Plant-Materials.nrcs.usda.gov/idpmc/idpmc.html	7	1.17%
/scripts/ndisapi.dll/pmc/pgHome?PMC=ARPMC (no referrer)	6	1.01%
/id_guides/woodies/images/swfeetgum_tn.jpg http://plant-materials.nrcs.usda.gov/id_guides/woodies/woodies.html	5	0.84%
/pmc/forbs/forbs_common.html (no referrer)	5	0.84%
/pmc/pmc_loc.html (no referrer)	5	0.84%
/pubs/copmcproan.pdf (no referrer)	5	0.84%
/pubs/IDPMCpubs-wet.html (no referrer)	5	0.84%
/pubs/capmcar1196.doc http://Plant-Materials.nrcs.usda.gov/pubs/native.html	4	0.67%
/pubs/IDPMCpubs-wet.html http://plant-materials.nrcs.usda.gov/websites/ripar.html	4	0.67%
/pmc/grasses/grass_sci.html (no referrer)	4	0.67%
/pubs/gapmsbrconwet.pdf http://plant-materials.nrcs.usda.gov/pubs/wetland.html	4	0.67%
/new_site/texas/frames/favicon.ico (no referrer)	4	0.67%
/pmc/trees/juni.html (no referrer)	4	0.67%
/pmc/trees/trees_common.html (no referrer)	4	0.67%

Page Not Found (404) Errors

Target URL and Referrer	Hits	% of 404 Hits
/pmc/factsheets.html (no referrer)	4	0.67%
/pubs/capmctn380794.pdf http://plant-materials.nrcs.usda.gov/capmc/capmc.html	4	0.67%
/pmc/az-legu.html (no referrer)	4	0.67%
/scripts/ndisapi.dll/pmc/pgHome?PMC=FLPMC (no referrer)	4	0.67%
Total for Pages Above	**105**	**17.67%**

Page Not Found (404) Errors - Help Card

This section identifies pages that returned "Page Not Found" (404) errors on the server.
Tip: To focus your report, consider using the Return Code filter for including or excluding return code data.

This can be useful in identifying referring pages that are out of date and for identifying inconsistencies in the site structure.

Server Errors

This section identifies by type the errors which occurred on the server.

Server Errors

■ 500 Internal Erro

500 Internal Erro: 100%

Percent of Total Hits
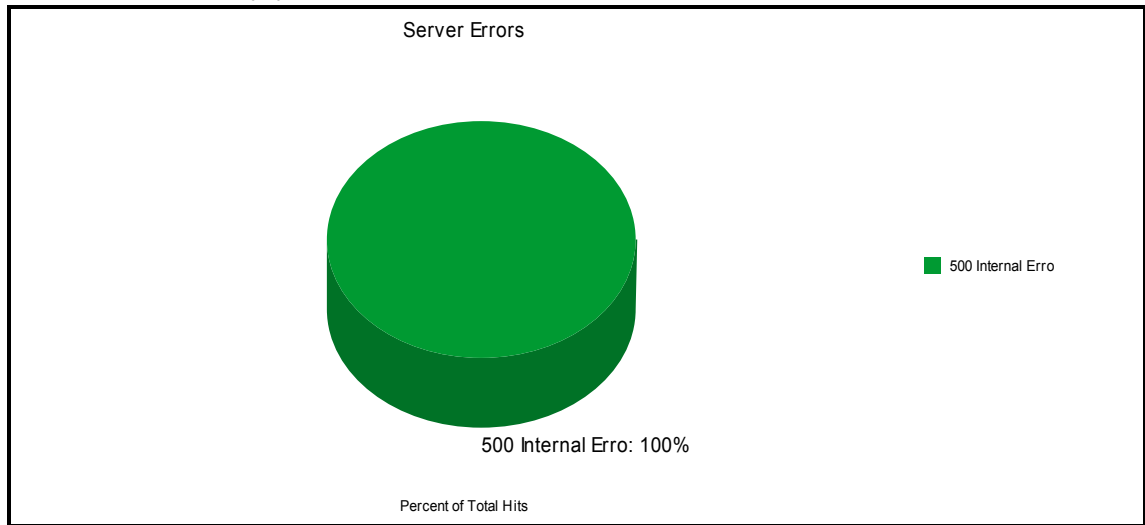
Server Errors		
Error	**Hits**	**% of Total**
500 Internal Error	34	100%
Total	**34**	**100%**

Server Errors - Help Card
? This section identifies by type the errors that occurred on the server. The table lists the errors in decreasing order of the number of failed hits. **Tip:** To focus your report, consider using the Return Code filter for including or excluding return code data.
🖓 This is helpful for specifically identifying the server maintenance that can improve your site.

Top Referring Sites

This section identifies the domain names or numeric IP addresses with links to the site. This information will only be displayed if your server is logging this information.
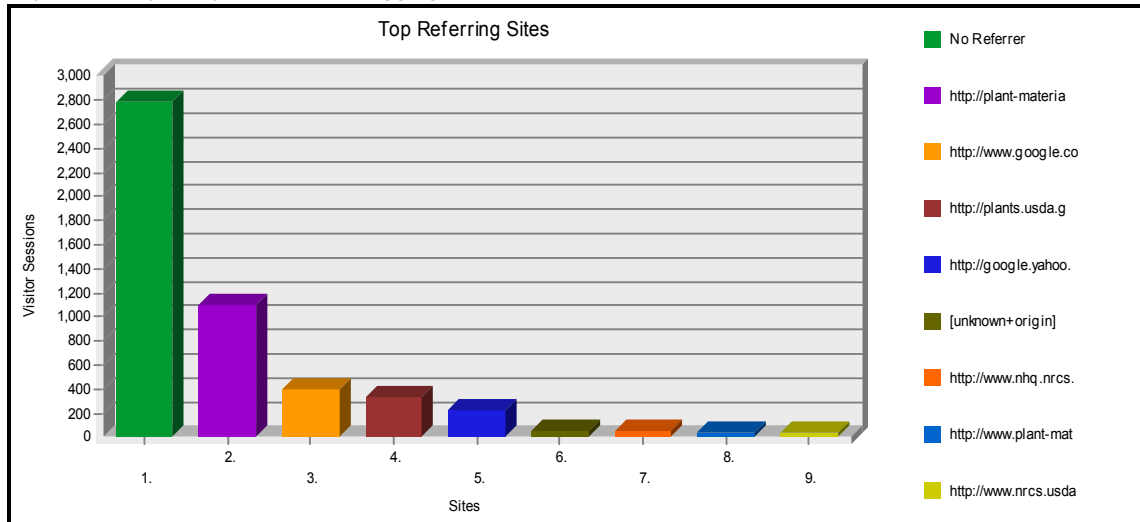
	Top Referring Sites	
	Site	**Visitor Sessions**
1	No Referrer	2,792
2	http://plant-materials.nrcs.usda.gov/	1,108
3	http://www.google.com/	405
4	http://plants.usda.gov/	337
5	http://google.yahoo.com/	228
6	http://[unknown+origin]	62
7	http://www.nhq.nrcs.usda.gov/	50
8	http://www.plant-materials.nrcs.usda.gov/	43
9	http://www.nrcs.usda.gov/	37
10	http://www.google.ca/	31
11	http://google.com/	29
12	http://Plant-Materials.nrcs.usda.gov	16
13	http://www.ia.nrcs.usda.gov/	14
14	http://www.ca.nrcs.usda.gov/	10
15	http://search.netscape.com/	9
16	http://www.nd.nrcs.usda.gov/	9
17	http://www.mn.nrcs.usda.gov/	8
18	http://npk.nrcs.usda.gov/	8
19	http://id.nrcs.usda.gov/	8
20	http://search.earthlink.net/	7
Subtotal for the Referring Sites Above		**5,211**
Total for the Log File		**5,449**

Top Referring Sites - Help Card

❓ This section identifies the domain names or numeric IP addresses with links to the site. The table shows the Domain names if reverse DNS lookups have been performed. This information will only be displayed if your server is logging this information.
Tip: You can exclude referrals from your own site by specifying your URL in the profile filters.
Tip: To focus your report, consider using the Referrer Filter to include or exclude activity from a referring

Top Referring Sites - Help Card

site.

 You can determine those sites that are providing the most referrals to your site. This can help when considering the most effective ways to attract visitors.

Top Referring URLs

This section provides the full URLs of the sites with links to the site. This information will only be displayed if your server is logging the referrer information.
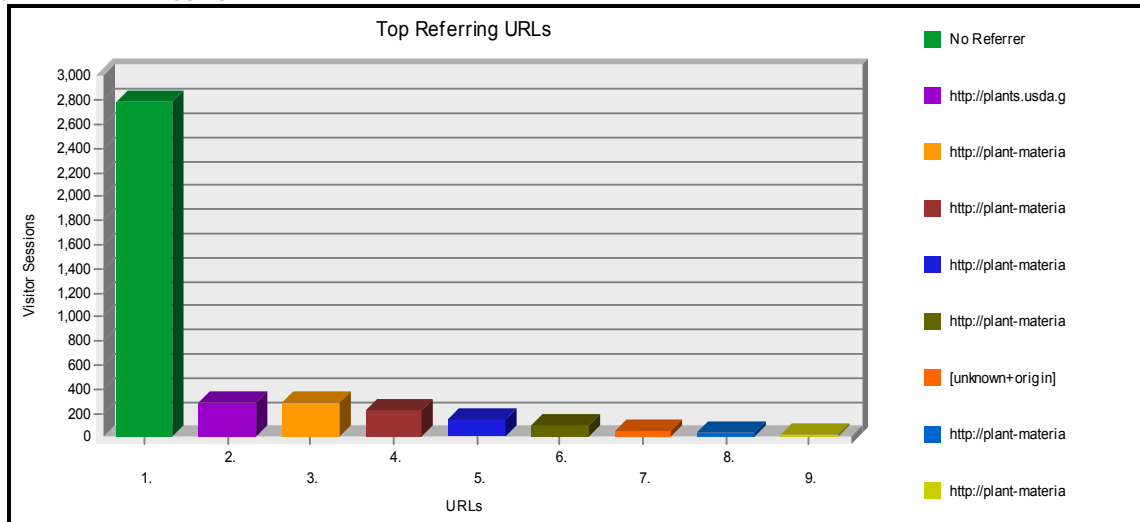
	Top Referring URLs	
	URL	**Visitor Sessions**
1	No Referrer	2,792
2	http://plants.usda.gov/home_page.html	290
3	http://plant-materials.nrcs.usda.gov/	289
4	http://plant-materials.nrcs.usda.gov/welcome.html	223
5	http://plant-materials.nrcs.usda.gov/left_side.html	146
6	http://plant-materials.nrcs.usda.gov/header.html	100
7	http://[unknown+origin]	62
8	http://plant-materials.nrcs.usda.gov/id_guides/woodies/woodies.html	43
9	http://plant-materials.nrcs.usda.gov/intranet/artwork.html	26
10	http://www.nrcs.usda.gov/NRCSProg.html	24
11	http://Plant-Materials.nrcs.usda.gov/id_guides/herbaceous/herbaceous.html	22
12	http://plants.usda.gov/about_factsheets.html	21
13	http://plant-materials.nrcs.usda.gov/id_guides/plantid.html	17
14	http://www.plant-materials.nrcs.usda.gov/	16
15	http://Plant-Materials.nrcs.usda.gov	16
16	http://plants.usda.gov/tools_body.html	14
17	http://www.nhq.nrcs.usda.gov/BCS/PMC/pubs/IDPMCpubs-sbg.html	13
18	http://www.nrcs.usda.gov/NRCSProg.html#plant_centers-anchor	12
19	http://plant-materials.nrcs.usda.gov/idpmc/	11
20	http://www.ia.nrcs.usda.gov/News/Brochures/brochures.htm	11
21	http://www.google.com/search?hl=en&ie=ISO-8859-1&oe=ISO-8859-1&q	11
22	http://plant-materials.nrcs.usda.gov/websites/allurl.html	9
23	http://plant-materials.nrcs.usda.gov/websites/alltitle.html	9
24	http://plant-materials.nrcs.usda.gov/idpmc/header.html	8
25	http://www.plant-materials.nrcs.usda.gov/left_side.html	8
26	http://www.nhq.nrcs.usda.gov/BCS/PMC/pubs/wetlandvendors.html	8
27	http://npk.nrcs.usda.gov/nutrient_banner.html	8
28	http://www.ca.nrcs.usda.gov/	8
29	http://id.nrcs.usda.gov/tech.htm	8

Top Referring URLs

	URL	Visitor Sessions
30	http://plant-materials.nrcs.usda.gov/idpmc/left_side.html	7
31	http://plant-materials.nrcs.usda.gov/idpmc/research.html	7
32	http://plant-materials.nrcs.usda.gov/idpmc/welcome.html	7
33	http://www.ar.nrcs.usda.gov/tech_resources.htm	7
34	http://www.nd.nrcs.usda.gov/resources/index.htm	7
35	http://www.plant-materials.nrcs.usda.gov/welcome.html	6
36	http://nativeplants.for.uidaho.edu/	6
37	http://www.tx.nrcs.usda.gov/pmcweb/index.html	6
38	http://plant-materials.nrcs.usda.gov/flpmc/research.html	6
39	http://plant-materials.nrcs.usda.gov/pmcs.html	6
40	http://www.ks.nrcs.usda.gov/TechResc.html	6
41	http://www.uni.edu/ecotype/about.html	6
42	http://plant-materials.nrcs.usda.gov/arpmc/index.html?PMC=ARPMC	5
43	http://www.az.nrcs.usda.gov/techres.htm	5
44	http://www.info.usda.gov/nrcs/sandt/consort.htm	5
45	http://plant-materials.nrcs.usda.gov/seeding.html	5
46	http://www.mn.nrcs.usda.gov/partners/maswcd/Pine/	5
47	http://Plant-Materials.nrcs.usda.gov/pubs/mspmcbrsako3moge.pdf	5
48	http://plant-materials.nrcs.usda.gov/mipmc/left_side.html	5
49	http://plants.usda.gov/tools_banner.html	5
50	http://plant-materials.nrcs.usda.gov/copmc/index.html	4
Subtotal for the Referrers Above		**4,346**
Total for the Log File		**5,449**

Top Referring URLs - Help Card

This section provides the full URLs of the sites with links to the site. The table shows the Domain names if reverse DNS lookups have been performed, and IP addresses if not. This information will only be displayed if your server is logging the referrer information, and doesn't include visitors who typed in your URL.
Tip: You can exclude referrals from your own site by specifying your URL in the profile filters.
**Tip:** To focus your report, consider using the Referrer Filter to include or exclude activity from a referring site.

You can determine those sites that are providing the most referrals to your site. This can help when considering the most effective ways to attract visitors.

Top Search Engines

The graphic illustrates the first-time visitor sessions initiated by searches from each search engine. The first table identifies which search engines referred visitors to the site the most often. Note that each search may contain several keywords. The second table identifies the main keywords for each search engine.
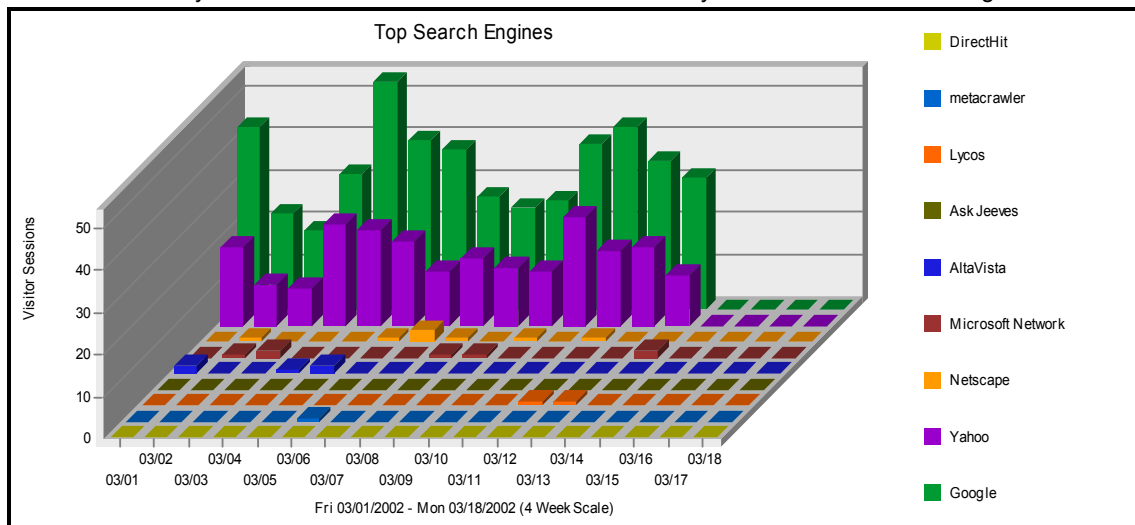
Top Search Engines

	Engines	Searches	% of Total
1	Google	733	63.13%
2	Yahoo	386	33.24%
3	Netscape	17	1.46%
4	Microsoft Network	12	1.03%
5	AltaVista	5	0.43%
6	Ask Jeeves	3	0.25%
7	Lycos	2	0.17%
8	metacrawler	1	0.08%
9	DirectHit	1	0.08%
10	Excite	1	0.08%
Total of Searches for the Engines Above		**1,161**	**100%**
Total of Searches for the Log File		**1,161**	**100%**

Top Search Engines with Search Phrases Detail

Engines	Phrases	Phrases Found	% of Total
Google	plant materials center	9	0.77%
	lespedeza capitata	5	0.43%
	riparian/wetland project information series	4	0.34%
	plant guides	4	0.34%
	usda nrcs	4	0.34%
	agriculture handbook site:usda.gov	4	0.34%
	microclimate propagation system and slope	4	0.34%
	cache:dre_xa-xhukc:plant-materials.nrcs.usda.gov/pubs/buffers.html spokane native shrubs	3	0.25%

Top Search Engines with Search Phrases Detail

Engines	Phrases	Phrases Found	% of Total
	species		
	sorghastrum nutans picture	3	0.25%
	festuca trachyphylla	3	0.25%
	establishment techniques for woody vegetation in riparian zones	3	0.25%
	cache:v9pkv1sbrswc:plant-materials.nrcs.usda.gov/whatsnew/jan01.html siberian wheatgrass photo	3	0.25%
	shrub lespedezas shrub lespedezas herbicides plates	3	0.25%
	rock revegetation [pdf] or [doc]	3	0.25%
	seaside goldenrod	3	0.25%
	cotoneaster lucida	3	0.25%
	riparian planting procedures	3	0.25%
	native plant nursery new york	2	0.17%
	tropic shore grass	2	0.17%
	cache:d7etp24rojkc:plant-materials.nrcs.usda.gov/nypmc/nypmc.html flatpea, lathco	2	0.17%
Yahoo	woody vegetation in riparian zones	32	2.75%
	wildflower seeds per ounce	6	0.51%
	dixie reseeding clover	4	0.34%
	usda plant materials center	4	0.34%
	advance techniques on plant propagation and production	4	0.34%
	giant sandreed	3	0.25%
	musser farms	3	0.25%
	leland cypress tree	3	0.25%
	juncus balticus	3	0.25%
	eejay demo	3	0.25%
	fascime	2	0.17%
	truck bed camper tops	2	0.17%
	wetland plug spacing	2	0.17%
	elymus tangutorum	2	0.17%
	big blue stem seeding yields	2	0.17%
	bunch grass	2	0.17%
	dalea purpurea	2	0.17%
	propagation michigan grass species	2	0.17%
	leland cypress	2	0.17%
	mstatc	2	0.17%
Netscape	usda nrcs plant materials	5	0.43%
	http://plant-materials.nrcs.usda.gov	4	0.34%
	leland cypress tree	2	0.17%
	desmanthus illinois	2	0.17%
	picture of pinus parvifolia	1	0.08%
	va wholesalers horticultural supplies	1	0.08%
	tomahawk indiangrass	1	0.08%
	calico aster	1	0.08%

Top Search Engines with Search Phrases Detail

Engines	Phrases	Phrases Found	% of Total
Microsoft Network	bismark,nd	2	0.17%
	bismarck picture	2	0.17%
	plant i.d. websites	2	0.17%
	plant materials center	1	0.08%
	plant materials	1	0.08%
	plant websites	1	0.08%
	booneville, ar	1	0.08%
	nrcs plant materials center	1	0.08%
	http://plant-materials.nrcs.usda.gov	1	0.08%
AltaVista	plant	3	0.25%
	recedad plant	1	0.08%
	plant breeding australia	1	0.08%
Ask Jeeves	plant search	3	0.25%
Lycos	plant ecology	2	0.17%
metacrawler	natural resource conservation service	1	0.08%
DirectHit	plant material	1	0.08%
Excite	plant material	1	0.08%

Top Search Engines with Keywords Detail

Engines	Keywords	Keywords Found	% of Total
Google	plant	65	5.59%
	of	53	4.56%
	seed	39	3.35%
	tree	35	3.01%
	planting	34	2.92%
	picture	30	2.58%
	in	28	2.41%
	nursery	27	2.32%
	materials	27	2.32%
	riparian	22	1.89%
	for	22	1.89%
	plants	21	1.8%
	native	20	1.72%
	center	20	1.72%
	wetland	18	1.55%
	grass	15	1.29%
	shrub	15	1.29%
	nrcs	15	1.29%
	usda	14	1.2%
	the	14	1.2%
Yahoo	in	43	3.7%
	zones	35	3.01%
	riparian	35	3.01%
	woody	32	2.75%
	vegetation	32	2.75%
	plant	27	2.32%
	seed	26	2.23%
	of	20	1.72%
	tree	15	1.29%
	for	13	1.11%

Top Search Engines with Keywords Detail

Engines	Keywords	Keywords Found	% of Total
	materials	11	0.94%
	nursery	11	0.94%
	center	11	0.94%
	clover	10	0.86%
	seeds	10	0.86%
	cypress	10	0.86%
	planting	10	0.86%
	plants	10	0.86%
	leland	9	0.77%
	on	9	0.77%
Netscape	materials	5	0.43%
	plant	5	0.43%
	nrcs	5	0.43%
	usda	5	0.43%
	http://plant-materials.nrcs.usda.gov	4	0.34%
	cypress	2	0.17%
	tree	2	0.17%
	desmanthus	2	0.17%
	illinois	2	0.17%
	leland	2	0.17%
	supplies	1	0.08%
	picture	1	0.08%
	wholesalers	1	0.08%
	tomahawk	1	0.08%
	of	1	0.08%
	pinus	1	0.08%
	indiangrass	1	0.08%
	parvifolia	1	0.08%
	va	1	0.08%
	horticultural	1	0.08%
Microsoft Network	plant	6	0.51%
	materials	3	0.25%
	websites	3	0.25%
	center	2	0.17%
	bismarck	2	0.17%
	picture	2	0.17%
	i.d.	2	0.17%
	bismark,nd	2	0.17%
	booneville,	1	0.08%
	http://plant-materials.nrcs.usda.gov	1	0.08%
	ar	1	0.08%
	nrcs	1	0.08%
AltaVista	plant	5	0.43%
	australia	1	0.08%
	recedad	1	0.08%
	breeding	1	0.08%
Ask Jeeves	plant	3	0.25%
	search	3	0.25%
Lycos	plant	2	0.17%
	ecology	2	0.17%
metacrawler	resource	1	0.08%

Top Search Engines with Keywords Detail

Engines	Keywords	Keywords Found	% of Total
	service	1	0.08%
	natural	1	0.08%
	conservation	1	0.08%
DirectHit	plant	1	0.08%
	material	1	0.08%
Excite	plant	1	0.08%
	material	1	0.08%

Top Search Engines - Help Card

The first table identifies which search engines referred visitors to the site the most often. The second table breaks down the keywords used with each search engine referring your site. Note that each search may contain several keywords. Totals in this table represent the number of searches, whether they contain one or several keywords. The third table identifies the main keywords for each search engine.

This can give you an idea of how your meta-tags are performing with each search engine.

Top Search Phrases

The first table identifies Phrases which led the most visitors to the site (regardless of the search engine).
The second table identifies, for each phrase, which search engines led visitors to the site.
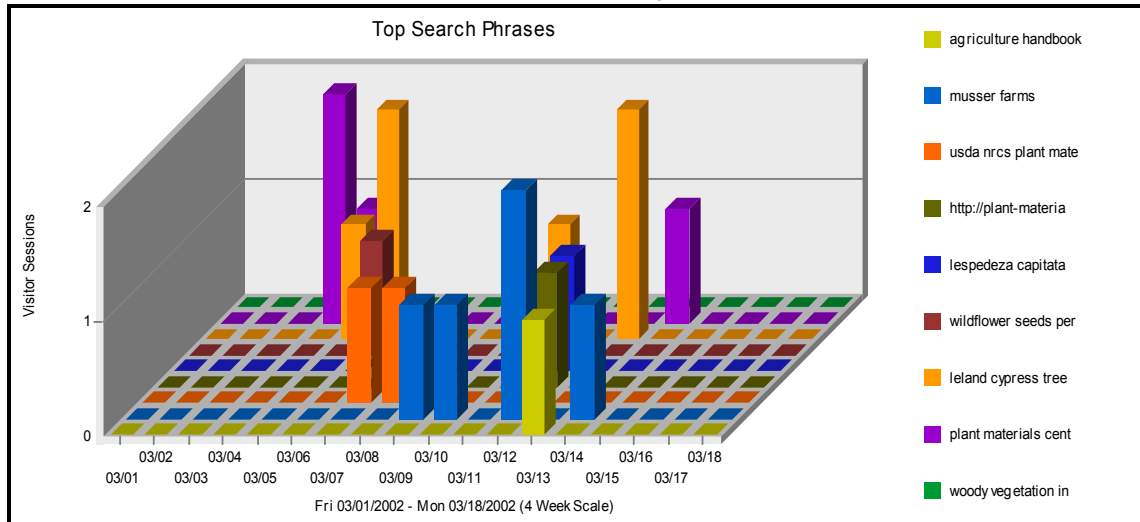
Top Search Phrases

	Phrases	Phrases found	% of Total
1	woody vegetation in riparian zones	32	2.75%
2	plant materials center	11	0.94%
3	leland cypress tree	7	0.6%
4	wildflower seeds per ounce	6	0.51%
5	lespedeza capitata	5	0.43%
6	http://plant-materials.nrcs.usda.gov	5	0.43%
7	usda nrcs plant materials	5	0.43%
8	musser farms	5	0.43%
9	agriculture handbook site:usda.gov	4	0.34%
10	usda nrcs	4	0.34%
11	usda plant materials center	4	0.34%
12	dixie reseeding clover	4	0.34%
13	plant guides	4	0.34%
14	riparian/wetland project information series	4	0.34%
15	nrcs plant materials center	4	0.34%
16	microclimate propagation system and slope	4	0.34%
17	advance techniques on plant propagation and production	4	0.34%
18	plant	3	0.25%
19	establishment techniques for woody vegetation in riparian zones	3	0.25%
20	cotoneaster lucida	3	0.25%
Total Found for the Phrases Above		**121**	**10.42%**
Total of Phrases Found in the Log File		**1,161**	**100%**

Top Search Phrases with Engines Detail

Phrases	Engines	Searches	% of Total
woody vegetation in riparian zones	Yahoo	32	2.75%
plant materials center	Google	9	0.77%

Top Search Phrases with Engines Detail

Phrases	Engines	Searches	% of Total
	Yahoo	1	0.08%
	Microsoft Network	1	0.08%
leland cypress tree	Yahoo	3	0.25%
	Google	2	0.17%
	Netscape	2	0.17%
wildflower seeds per ounce	Yahoo	6	0.51%
lespedeza capitata	Google	5	0.43%
http://plant-materials.nrcs.usda.gov	Netscape	4	0.34%
	Microsoft Network	1	0.08%
usda nrcs plant materials	Netscape	5	0.43%
musser farms	Yahoo	3	0.25%
	Google	2	0.17%
agriculture handbook site:usda.gov	Google	4	0.34%
usda nrcs	Google	4	0.34%
usda plant materials center	Yahoo	4	0.34%
dixie reseeding clover	Yahoo	4	0.34%
plant guides	Google	4	0.34%
riparian/wetland project information series	Google	4	0.34%
nrcs plant materials center	Yahoo	2	0.17%
	Microsoft Network	1	0.08%
	Google	1	0.08%
microclimate propagation system and slope	Google	4	0.34%
advance techniques on plant propagation and production	Yahoo	4	0.34%
plant	AltaVista	3	0.25%
establishment techniques for woody vegetation in riparian zones	Google	3	0.25%
cotoneaster lucida	Google	3	0.25%

Top Search Phrases - Help Card

? Many visitors to your site may be reaching it using search engines like Yahoo, Excite, etc. This section shows you the search phrases that visitors are using to reach your site.

♀ How are people getting to your site? Are they using the search phrases you expect? Do you need to use different keywords in page titles to make it easier for people to find your site via search engines?

Top Search Keywords

The first table identifies keywords which led the most visitors to the site (regardless of the search engine). The second table identifies, for each keyword, which search engines led visitors to the site.
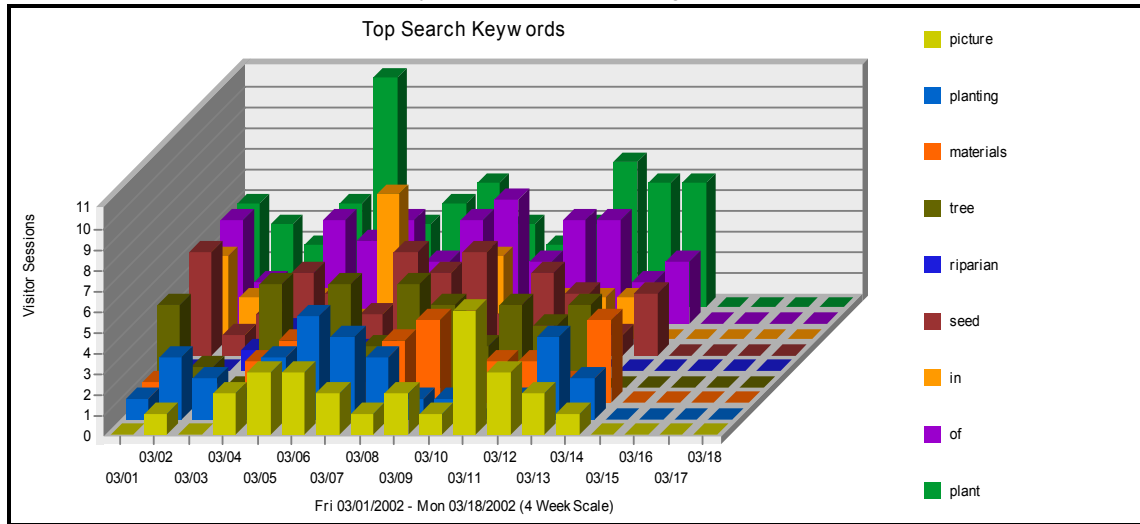
Top Search Keywords

	Keywords	Keywords found	% of Total
1	plant	115	2.87%
2	of	74	1.84%
3	in	71	1.77%
4	seed	65	1.62%
5	riparian	57	1.42%
6	tree	52	1.29%
7	materials	46	1.14%
8	planting	44	1.09%
9	picture	39	0.97%
10	zones	38	0.94%
11	nursery	38	0.94%
12	woody	37	0.92%
13	vegetation	37	0.92%
14	for	35	0.87%
15	center	33	0.82%
16	plants	31	0.77%
17	wetland	26	0.64%
18	usda	25	0.62%
19	nrcs	23	0.57%
20	grass	23	0.57%
Total Found for the Keywords Above		**909**	**22.69%**
Total of Keywords Found in the Log File		**4,005**	**100%**

Top Search Keywords with Engines Detail

Keywords	Engines	Searches	% of Total
plant	Google	65	1.62%
	Yahoo	27	0.67%
	Microsoft Network	6	0.14%
	AltaVista	5	0.12%

Top Search Keywords with Engines Detail

Keywords	Engines	Searches	% of Total
	Netscape	5	0.12%
	Ask Jeeves	3	0.07%
	Lycos	2	0.04%
	DirectHit	1	0.02%
	Excite	1	0.02%
of	Google	53	1.32%
	Yahoo	20	0.49%
	Netscape	1	0.02%
in	Yahoo	43	1.07%
	Google	28	0.69%
seed	Google	39	0.97%
	Yahoo	26	0.64%
riparian	Yahoo	35	0.87%
	Google	22	0.54%
tree	Google	35	0.87%
	Yahoo	15	0.37%
	Netscape	2	0.04%
materials	Google	27	0.67%
	Yahoo	11	0.27%
	Netscape	5	0.12%
	Microsoft Network	3	0.07%
planting	Google	34	0.84%
	Yahoo	10	0.24%
picture	Google	30	0.74%
	Yahoo	6	0.14%
	Microsoft Network	2	0.04%
	Netscape	1	0.02%
zones	Yahoo	35	0.87%
	Google	3	0.07%
nursery	Google	27	0.67%
	Yahoo	11	0.27%
woody	Yahoo	32	0.79%
	Google	5	0.12%
vegetation	Yahoo	32	0.79%
	Google	5	0.12%
for	Google	22	0.54%
	Yahoo	13	0.32%
center	Google	20	0.49%
	Yahoo	11	0.27%
	Microsoft Network	2	0.04%
plants	Google	21	0.52%
	Yahoo	10	0.24%
wetland	Google	18	0.44%
	Yahoo	8	0.19%
usda	Google	14	0.34%
	Yahoo	6	0.14%
	Netscape	5	0.12%
nrcs	Google	15	0.37%
	Netscape	5	0.12%
	Yahoo	2	0.04%
	Microsoft Network	1	0.02%
grass	Google	15	0.37%
	Yahoo	8	0.19%

Top Search Keywords - Help Card

This section tells you which search engines people are using to find your site, and the keywords used most frequently with each search engine.

At the most basic level, this section tells you which search engines are being used most frequently to find your site. You may find that some search engines are returning your site for the keywords you expect and that other search engines do not.

Most Used Browsers

This section identifies the most popular WWW Browsers used by visitors to the site. This information will only be displayed if your server is logging the browser/platform information.
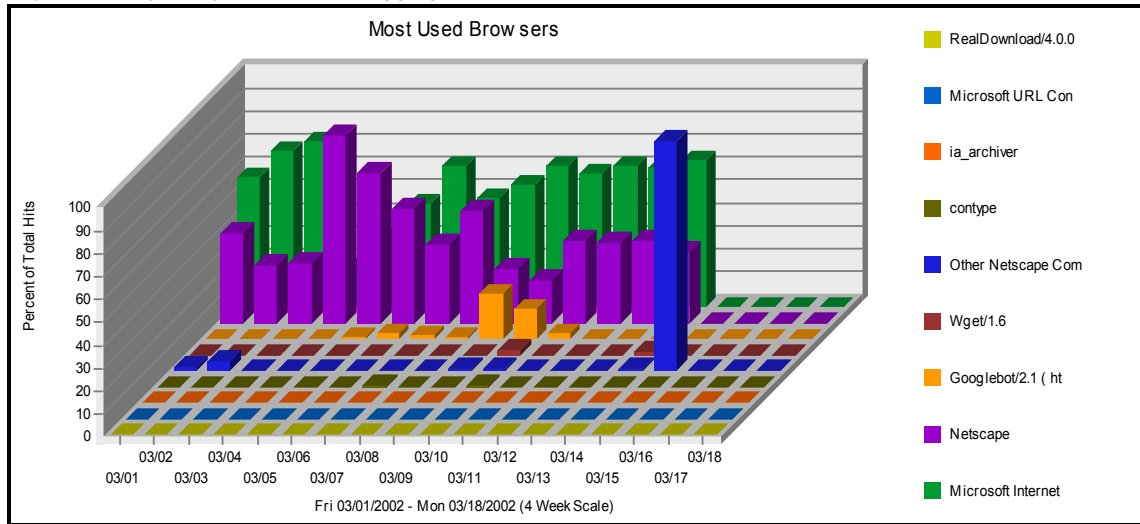
Most Used Browsers

	Browser	Hits	% of Total Hits	Visitor Sessions
1	Microsoft Internet Explorer	30,561	40.83%	2,699
2	Netscape	41,900	55.99%	1,886
3	Googlebot/2.1 (http://www.googlebot.com/bot.html)	1,104	1.47%	440
4	Wget/1.6	148	0.19%	98
5	Other Netscape Compatible	449	0.59%	69
6	contype	356	0.47%	49
7	ia_archiver	61	0.08%	49
8	Microsoft URL Control - 6.00.8862	26	0.03%	10
9	RealDownload/4.0.0.42	28	0.03%	9
10	Xenu Link Sleuth 1.2b	27	0.03%	5
11	About/0.1libwww-perl/5.47	4	0%	4
12	DA 5.0	21	0.02%	4
13	larbin_2.6.0 larbin2.6.0@unspecified.mail	11	0.01%	3
14	appie 1.1 (www.walhello.com)	3	0%	3
15	WebStripper/2.10	3	0%	3
16	MSProxy/2.0	7	0%	3
17	RealDownload/4.0.0.40	8	0.01%	3
18	Others	9	0.01%	3
19	SiteSweeper 2.0 (Build 367)	2	0%	2
20	SmartDownload/1.2.77 (Win32; Aug 17 1999)	3	0%	2
Total For Browsers Above		**74,731**	**99.86%**	**5,344**

Most Used Browsers - Help Card

? This section identifies the most popular WWW Browsers used by visitors to the site. This information will only be displayed if your server is logging the browser/platform information. Also, any hits identified as originating from a spider are not counted in this table.
**Tip:** Consider the Browser Filter to include or exclude activity based on visitor browser.

Most Used Browsers - Help Card

This can be helpful for determining how to configure your site for optimal viewing.

Netscape Browsers

This section gives you a breakdown of the various versions of Netscape browsers that visitors to the site are using.

Netscape Browsers

Fri 03/01/2002 - Mon 03/18/2002 (4 Week Scale)
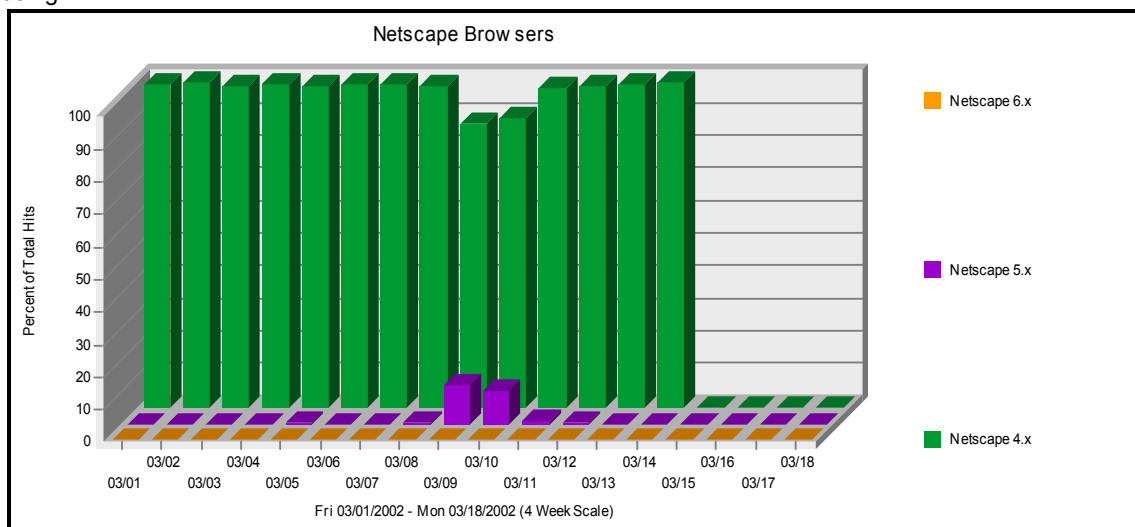
	Browser	Hits	% of Total Hits	Visitor Sessions
1	Netscape 4.x	41,591	99.26%	1,856
2	Netscape 5.x	308	0.73%	29
3	Netscape 6.x	1	0%	1
Total For Browsers Above		**41,900**	**100%**	**1,886**

Netscape Browsers - Help Card

? This section gives you a breakdown of the various versions of Netscape browsers that visitors to the site are using. This information will only be displayed if your server is logging the browser/platform information. Any hits identified as originating from a spider are not counted in this table.

💡 This is useful in determining the percentage of visitors using newer browsers and whether version-specific features (such as Java Scripts) should be implemented on the site.

Microsoft Explorer Browsers

This section gives you a breakdown of the various versions of Microsoft Explorer browsers that visitors to the site are using.

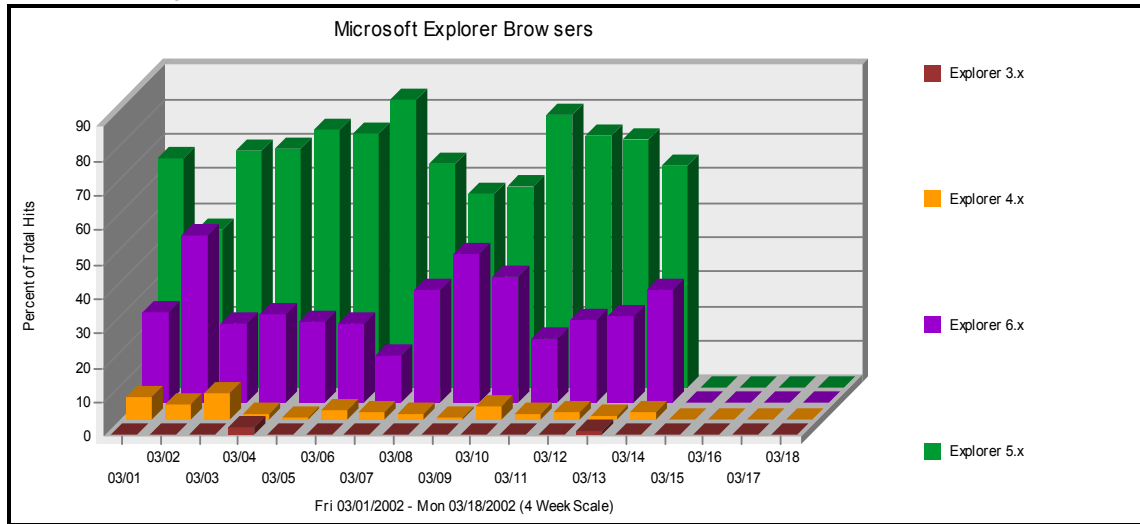| Microsoft Explorer Browsers				
	Browser	**Hits**	**% of Total Hits**	**Visitor Sessions**
1	Explorer 5.x	21,813	71.37%	1,894
2	Explorer 6.x	7,778	25.45%	708
3	Explorer 4.x	797	2.6%	90
4	Explorer 3.x	173	0.56%	7
Total For Browsers Above		**30,561**	**100%**	**2,699**

Microsoft Explorer Browsers - Help Card

? This section gives you a breakdown of the various versions of Microsoft Explorer browsers that visitors to the site are using. This information will only be displayed if your server is logging the browser/platform information. Any hits identified as originating from a spider are not counted in this table.

♀ This is useful in determining the percentage of visitors using newer browsers and whether version specific features (such as Java Scripts) should be implemented on the site.

Visiting Spiders

This section identifies all robots, spiders, crawlers and search services (i.e. Alta Vista, Lycos, and Excite) visiting the site.
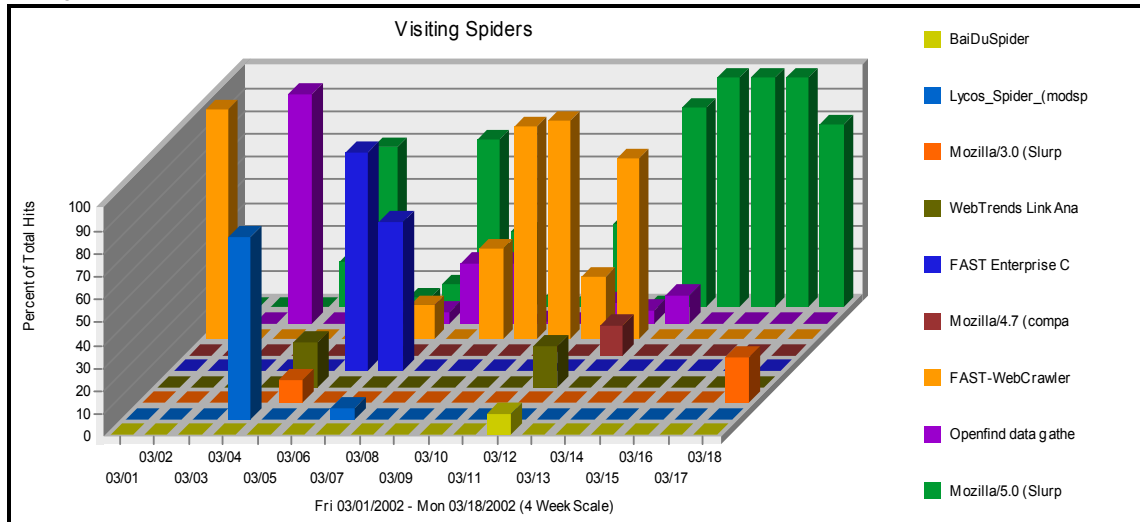
	Spider	Hits	% of Total Hits	Visitor Sessions
1	Mozilla/5.0 (Slurp/cat; slurp@inktomi.com; http://www.inktomi.com/slurp.html)	118	10.86%	25
2	Openfind data gatherer, Openbot	26	2.39%	10
3	FAST-WebCrawler	572	52.67%	9
4	Mozilla/4.7 (compatible; WhizBang; http://www.whizbang.com/crawler)	13	1.19%	4
5	FAST Enterprise Crawler	206	18.96%	3
6	WebTrends Link Analyzer	6	0.55%	3
7	Mozilla/3.0 (Slurp/si; slurp@inktomi.com; http://www.inktomi.com/slurp.html)	3	0.27%	2
8	Lycos_Spider_(modspider)	8	0.73%	2
9	BaiDuSpider	1	0.09%	1
10	Mozilla/4.0 (compatible; MSIE 6.0; Windows 98; MSIECrawler)	4	0.36%	1
11	IncyWincy	1	0.09%	1
12	WebTrends	97	8.93%	1
13	Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 4.0; obot)	2	0.18%	1
14	Mozilla/4.0 (compatible; MSIE 4.01; MSIECrawler; Windows 95)	3	0.27%	1
15	Yellopet-Spider - http:	1	0.09%	1
16	Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 5.0; MSIECrawler)	16	1.47%	1
17	UCMore Crawler App	2	0.18%	1
18	Mozilla/4.0 (compatible; MSIE 4.01; Windows NT; MS Search 4.0 Robot) Microsoft	1	0.09%	1
19	Slurp	1	0.09%	1
20	http:	5	0.46%	1
Total For Spiders Above		**1,086**	**100%**	**70**

Visiting Spiders - Help Card

❓ This section identifies all robots, spiders, crawlers and search services (i.e. Alta Vista, Lycos, and Excite) visiting the site. This information will only be displayed if your server is logging the browser/platform information.

💡 This information is important for a Webmaster trying to block spiders that tax the server, and to know what automated attention you have attracted to your site.

Most Used Platforms

This section identifies the operating systems most used by the visitors to the site.
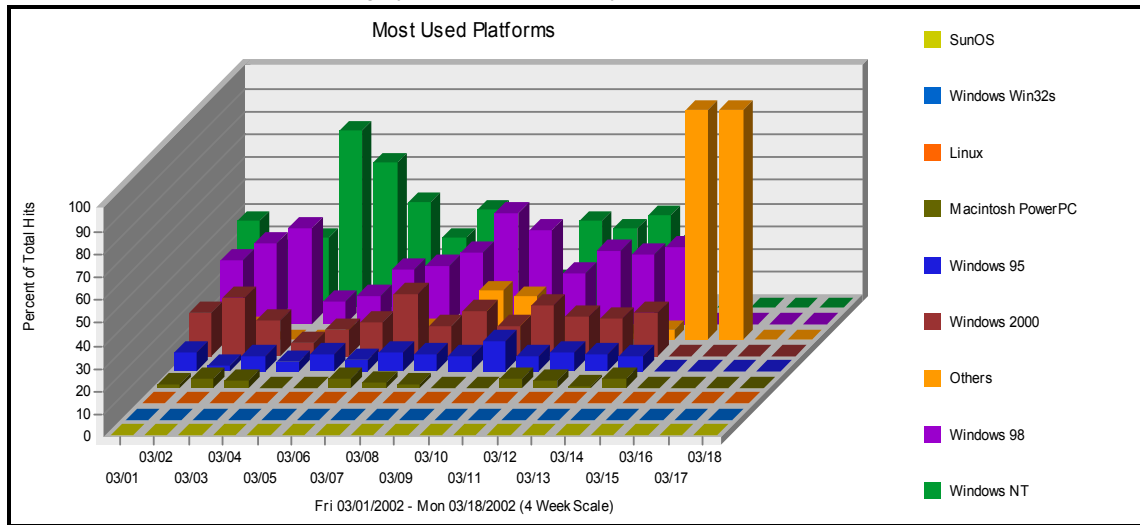
Most Used Platforms			
Platform	Hits	% of Total Hits	Visitor Sessions
1 Windows NT	39,685	53.03%	1,730
2 Windows 98	15,696	20.97%	1,585
3 Others	2,470	3.3%	802
4 Windows 2000	10,492	14.02%	698
5 Windows 95	4,901	6.54%	439
6 Macintosh PowerPC	1,460	1.95%	113
7 Linux	36	0.04%	5
8 Windows Win32s	22	0.02%	4
9 SunOS	35	0.04%	2
10 Windows 3.x	37	0.04%	1
Total For Platforms Above	74,834	100%	5,379

Most Used Platforms - Help Card

This section identifies the operating systems most used by the visitors to the site. This information will only be displayed if your server is logging the browser/platform information.

This information is useful for determining what content to include on your website.

Glossary

Glossary	
Ad Clicks	A click on an advertisement on a web site which takes a visitor to another site, it is referred to as an ad click.
Ad Views	A web page that presents an ad. Once the visitor has viewed an ad, he/she can click on it (see Ad Click). There may be more than one ad on an ad view.
Authentication	Technique by which access to Internet or Intranet resources requires the visitor to identify himself or herself by entering a username and password.
Bandwidth	Measure (in kilobytes of data transferred) of the traffic on the site.
Browser	A program used to locate and view HTML documents (Netscape, Mosaic, Microsoft Explorer, for example.)
Click through rate	Percentage of visitors who click on a viewed advertisement. This is a good indication of the effectiveness of this ad.
Client	The browser (see above) used by a visitor to a Web site.
Client Errors	An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400-range. See "Return Code" definition.
Company Database	The database installed and used by WebTrends to look up the company name, city, state and country corresponding to a specific domain name.
Cookies	Persistent Client-State HTTP Cookies are files containing information about visitors to a web site (e.g., user name and preferences). This information is provided by the visitor during the first visit to a Web server. The server records this information in a text file and stores this file on the visitor's hard drive. When the visitor accesses the same web site again, the server looks for the cookie and configures itself based on the information provided.
Domain Name	The text name corresponding to the numeric IP address of a computer on the Internet (i.e., www.webtrends.com).
Domain Name Lookup	The process of converting a numeric IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com).
FTP	File Transfer Protocol is a standard method of sending files between computers over the Internet.
Filters	A means of narrowing the scope of a report or view by specifying ranges or types of data to include in or exclude.
Forms	An HTML page which passes variables back to the server. These pages are used to gather information from visitors. Also referred to as scripts.
GIF	Graphics Interchange Format is an image file format commonly used in HTML documents.
HTML	Hyper Text Markup Language is used to write documents for the World Wide Web to specify

	hypertext links between related objects and documents.
HTTP	Hyper Text Transfer Protocol is a standard method of transferring data between a Web **server** and a Web **browser**.
Hit	An action on the Web site, such as when a visitor views a page or downloads a file.
Home Page	The main page of a Web site. The home page provides visitors with an overview and links to the rest of the site. It often contains or links to a Table of contents for the site.
Home Page URL	The local path or Internet URL to the default page of the Web site for which WebTrends reports will be generated.
IP Address	Internet Protocol address identifying a computer connected to the Internet.
JPEG	Joint Photographic Expert Group - Compressed graphic format common on the Internet.
Log File	A file created by a web or proxy server which contains all of the access information regarding the activity on that server.
Page Views	Also called Page Impressions. Hit to HTML pages only (access to non-HTML documents are not counted).
Platform	The operating system (i.e. Windows 95, Windows NT, etc.) used by a visitor to the site.
Protocol	An established method of exchanging data over the Internet.
Referrer	URL of an HTML page that refers to the site.
Return Code	The return status of the request which specifies whether the transfer was successful and why. **Possible "Success" codes are:** **200 = Success**: OK **201 = Success**: Created **202 = Success**: Accepted **203 = Success**: Partial Information **204 = Success**: No Response **300 = Success**: Redirected **301 = Success**: Moved **302 = Success**: Found **303 = Success**: New Method **304 = Success**: Not Modified **Possible "Failed" codes are**: **400 = Failed**: Bad Request **401 = Failed**: Unauthorized **402 = Failed**: Payment Required **403 = Failed**: Forbidden **404 = Failed**: Not Found **500 = Failed**: Internal Error **501 = Failed**: Not Implemented **502 = Failed**: Overloaded Temporarily **503 = Failed**: Gateway Timeout
Server	A computer that hosts information available to anyone accessing the Internet.
Server Error	An error occurring at the server. Web server errors have codes in the 500 range.
Spiders	An automated program which searches the internet.
Suffix (Domain Name)	The three digit suffix of a domain can be used to

Glossary

	identify the type of organization.
	Possible "Suffixes" are:
	    .com = Commercial
	    .edu = Educational
	    .int = International
	    .gov = Government
	    .mil = Military
	    .net = Network
	    .org = Organization

URL	Uniform Resource Locator is a means of identifying an exact location on the Internet. For example, http://www.webtrends.com/html/info/default.htm is the URL which defines the use of HTTP to access the Web page Default.htm in the /html/info/ directory on the WebTrends Corporation Web site). As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).
User Agent	Fields in an extended Web server log file identifying the browser and platform used by a visitor.
Visit	Commonly called Visitor Session. All activity for one visitor of a web site. By default, a visitor session is terminated when a visitor is inactive for more than 30 minutes.
Visitor Session	A session of activity (all hits) for one visitor of a web site. A unique visitor is determined by the IP address or cookie. By default, a visitor session is terminated when a visitor is inactive for more than 30 minutes. This duration can be changed from General panel in the Options, Web Traffic Analysis dialog. Synonym: Visit.

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